

## The Political Interests of the Live Stream Egyptian Global Ceremonies on YouTube Channel as a Novel Form of Video Digital Advertising

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### Abstract:

Egypt has recently embraced a modern approach to challenge traditional digital advertisements, capitalizing on political trends to bolster its global standing, particularly in conjunction with internationally announced presidential development processes. To achieve this, the country leveraged Live Stream Egyptian Global Ceremonies on YouTube channel, broadcasting them live via the Internet to audiences worldwide. The research problem focused on examining the role of political interest in organizing Global Ceremonies in Egypt, and their contribution to the development of a contemporary form of video digital advertising. This research aims to provide valuable insights into the multifaceted effects of such practices. This study investigates the role of these ceremonies as an innovative video digital advertising platform for conveying political messages and shaping public opinion in the realm of political communication. By analyzing their impact, and shed light on how these events strengthen Egypt's international standing and influence global public opinion, encompassing political, economic, and touristic aspects. This study specifically centers on notable events such as the Pharaoh's Golden Parade and the Way of the Rams ceremony. It explores how these events influence users' expectations for the opening of the Grand Egyptian Museum. The study adopts an analytical approach, examining worldwide reactions to these events and transforming them into digital advertisements. The statistical analysis reveals a strong positive response from global users of the YouTube channel. They view the success of these events as an innovative and unconventional form of global video digital advertising.

### Keywords:

Live Stream, Egyptian global ceremonies, YouTube, video digital advertising, political influence, economic impact, touristic implications

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### 1. Introduction:

In response to the challenges in the global digital landscape, Egypt has adopted a new and innovative strategy for promotion. This strategy involves leveraging video filming of global events hosted by Egypt and broadcasting them live on the internet. It serves as a novel approach to advertising and promotion, presenting captivating shows, presidential initiatives, and hosting nations from around the world. This new video digital advertising method revolves around the live broadcasting of remarkable events, showcasing the beauty, culture, and potential of Egypt to a global audience. By live-streaming these events on the internet, Egypt aims to engage with people from various countries, offering them an immersive experience and firsthand insight into the nation's offerings. Through this approach, Egypt seeks to create a powerful and captivating online presence, attracting attention and interest from international audiences. This new promotional entrance allows Egypt to portray its vibrant atmosphere, rich heritage, and advancements to the world, establishing a distinct identity in the digital realm. By leveraging the internet as a platform for live broadcasts, Egypt can effectively reach a broader audience and make a lasting impact on the global stage. These events showcase captivating shows, presidential initiatives, and international gatherings

hosted in Egypt, designed to captivate audiences through visually stunning and emotionally impactful experiences. Egypt has emerged as a leader in this innovative strategy, drawing on its rich history to ignite human curiosity and fascination. The ceremonies, such as Egyptian Pharaoh's Golden Parade, The Opening Ceremony of the Sphinx Avenue in Luxor, and the inauguration of the Grand Egyptian Museum, exemplify Egypt's masterful execution of this advertising approach. The fusion of high-quality artistic arrangements creates a compelling narrative, seamlessly blending Egypt's ancient civilizational landmarks with a contemporary, civilized identity, thereby preserving the sanctity of Egyptian history and reinforcing Egypt's esteemed position on the global stage.

In recent years, major events and local gatherings have become instrumental in promoting countries and bolstering global economies. The organization of these significant occasions has gained widespread momentum, serving as a catalyst for advancing traditional advertising methods. These events are meticulously planned and marketed with the purpose of attracting international audiences to specific countries or regions (Lintumäki et al 2020). The increasing role of events hosted by countries has become a significant factor in enhancing their visibility on a global scale in a professional and

civilized manner. Participating in major events has become a key driver for creating a positive mental image of the hosting country. Previous studies analyzing the impact of events have shown that they have a positive effect on international public opinion's perception of the political leadership. Additionally, successfully organizing and executing such events can improve Egypt's standing and reputation worldwide. It demonstrates the country's ability to host large-scale events efficiently, managing logistics, security, and cultural representation effectively. These events also have wide-ranging effects on the local and national economy and contribute to sustainable development (Gripsrud et al 2010, Kosmaczewska & Czarnecki 2013).

The economic effects of these events include a boost in employment opportunities, increased sales, and investment (Crompton et al. 2001) (Thrane 2002). The tourism sector experiences growth, attracting higher numbers of tourists. Socially, these activities contribute to raising awareness and social engagement (Kim & Petrick 2005) and foster stronger local and global connections (Kim & Petrick 2005). The intangible assets of a country, such as its rich cultural and ethnic heritage, are magnified, positively impacting its development and international reputation (Prentice & Andersen 2003, Walker et al. 2013, McKercher et al. 2006), ultimately leading to the creation of a positive image of the nation (Framke, 2002). This explains the rapid growth in the number and diversity of organized events.

It is worth noting that the organization of global and national events has a direct impact on various assessment studies, including political impact, economic impact assessment, Tourism impact, socio-cultural assessment (Deery & Jago, 2010; Walker et al. 2013), environmental considerations (Sherwood 2007) and macroeconomic-socio-environmental factors (Andersson & Lundberg 2013) for the host countries.

In Egypt, major celebrations are not just ordinary advertisement & promotions; they go beyond viewers' expectations and are strategically planned with political diplomacy in mind. The Egyptian government shows a keen interest in these events, aiming to attract and captivate audiences worldwide, promoting Egypt as a premier destination. Each event is meticulously crafted, creating a unique and awe-inspiring experience on a global scale, leveraging the country's rich history and extraordinary origins to bolster its global standing.

These celebrations serve as a powerful tool to showcase Egypt's ancient Pharaonic civilization,

offering a vivid and immersive experience of its exceptional historical legacy. The carefully orchestrated festivities represent pivotal moments in the history of Egypt, evoking a sense of wonder and pride in the country's heritage. The events are not merely superficial; they reflect a deep understanding of the nation's cultural significance and are aimed at leaving a lasting impact on international audiences. Through these meticulously planned events, Egypt strategically positions itself on the world stage, leaving a lasting impression on viewers from around the globe. The celebrations serve as a testament to the country's commitment to preserving its historical treasures while fostering international cooperation and diplomacy.

Recognizing the importance of elevating Egypt's global standing, the government has organized well-planned and spectacular events under the guidance of the Presidency of the Republic. These events are designed to captivate audiences, leveraging modern video digital advertising techniques to reach global audiences in real-time through internet and television channels.

In the ever-evolving realm of video digital advertising, brands are embracing innovative methods to captivate their audience and foster genuine connections. Among these groundbreaking approaches lies the utilization of live streaming, particularly on prominent platforms such as YouTube, to broadcast global celebrations. This dynamic strategy not only provides a distinctive avenue for engagement but also paves the way for enduring and impactful experiences. Live streaming global celebrations represents a cutting-edge form of digital video advertisement within the realm of social media platforms. In the dynamic landscape of video digital advertising, the exploration of new horizons is imperative (Johnson & Woodcock 2018). Live streaming global celebrations via platforms like YouTube presents a trailblazing approach that combines technology, engagement, and authenticity (Johnson & Woodcock 2018). By leveraging the instantaneous nature of live broadcasts, brands can create remarkable moments that transcend mere advertising and truly connect with their audience on a profound level. This innovative strategy cements live streaming as a transformative force in the realm of digital advertising, redefining the boundaries of engagement and interaction.

The research problem focused on examining the role of political interest in organizing Global Ceremonies in Egypt, and their contribution to the development of a contemporary form of video digital advertising. This research aims to provide

valuable insights into the multifaceted effects of such practices. This study investigates the role of these ceremonies as an innovative video digital advertising platform for conveying political messages and shaping public opinion in the realm of political communication. By analyzing their impact, and shed light on how these events strengthen Egypt's international standing and influence global public opinion, encompassing political, economic, and touristic aspects. This study specifically focuses on notable events such as the procession of mummies, the rams' road ceremony and its effect on the opening of the Grand Egyptian Museum which serve as a model case study. The significance of this study lies in its capacity to illuminate the effects of utilizing live broadcasting of global Egyptian events on the YouTube platform as a novel unconventional digital video advertising medium and its various effects. The study employed an Analytical method by analyzing global reactions to these events and formulating them as digital advertisements to Egypt. The research hypotheses encompassed the following aspects.

- The Live Stream Egyptian Global Ceremonies on YouTube platform represents a novel and unconventional approach to global video digital advertising for the country.
- The Live Stream Egyptian Global Ceremonies on YouTube platform, as a novel form of video digital advertising, is expected to have a positive impact on promoting Egypt's political interests on the global stage.
- It is hypothesized that the strategic utilization of Live Stream Egyptian Global Ceremonies on YouTube platform will enhance Egypt's online presence, attract a diverse international audience, and effectively showcase the country's cultural heritage, achievements, and political initiatives.
- The Live Stream Egyptian Global Ceremonies on YouTube platform will bolster the country's nation's economic status, tourism sector, awareness and culture Perception of Global Events and Perception of Egypt as a Host Nation and reputation.
- It is anticipated that embracing this innovative approach to video digital advertising will heighten global public anticipation of the major Egyptian celebrations like the Opening of the Grand Egyptian Museum.

The scope of this research is confined to examining the effectiveness of the procession of royal mummies and the road of rams during the period from December 1, 2021, to March 1, 2022. The study will focus on a random sample of YouTube channel users between the ages of 20 and 60,

encompassing both males and females. The participants in the sample will represent the nationalities of several countries, including America, Germany, France, Canada, and England.

## **2. Theoretical background**

### **3. Global Ceremonies on YouTube platform as a novel form of video video digital advertising:**

The presidential Government in Egypt has demonstrated significant focus on organizing prominent events that embody the rich Egyptian civilization and enhance the country's international standing as a non-traditional Marketing event. These events serve as a modern strategy implemented by the Egyptian government, utilizing major sponsored events under the Presidency of the Republic as a new form of video digital advertising. These events are broadcasted directly over the internet to countries worldwide, with the aim of enhancing the positive global perception of the Egyptian state. This non-traditional approach to video digital advertising involves meticulously planned and professionally organized live broadcasts, featuring the presence of the President of the Republic and esteemed statesmen. The events showcase impressive performances characterized by stunning visual elements, lighting effects, choreography, sound, and unique musical compositions.

Major events organized by various countries have become an integral part of their destination's allure, playing a crucial role in promoting and enhancing the country's image. Many destinations worldwide have strategically developed their activities with the aim of attracting tourists and increasing investment rates, recognizing the significance of these events as a key initiative (Dalia 2017). Due to the fierce competition in the international tourist market and the increasing number of destinations developing a variety of quality tourist offers, the notion of branding has started to expand among destination marketing organizations (DMOs) and became apparent as a topic of examination (Dalia 2017). In order to be successfully promoted in the targeted markets, a destination must be favorably differentiated from its competitors, or positively positioned, in the minds of the consumers and potential visitors.

These major events and celebrations present a novel opportunity for video digital advertising, creating a virtual experience for digital users to reimagine or enhance the image of a country and position it prominently among competitors. Furthermore, the strategic placement of these events within the global tourism calendar can intentionally influence tourism decision-making by generating curiosity

and a desire to participate in the event. This type of advertising also serves as a valuable tool for evaluating its impact on tourism, economic development, and investment growth, as well as stimulating demand and extending the length of visitors' stays. These events have the potential to attract visitors, increase average consumption, and contribute to repeat visits to a specific destination. (Kotler 1993, Getz 1997)

Major events and celebrations can be seen as organized gatherings that reflect diverse aspects of human culture, bringing people together irrespective of their backgrounds. Travelers who visit a destination specifically to attend such events are commonly referred to as event tourists. It is widely acknowledged among researchers that organizing significant celebrations and events in different countries not only attracts tourists but also creates a distinct form of tourism known as event tourism. Tourists are enticed by various factors, including the allure of experiencing seemingly fascinating and occasionally exotic cultures showcased during these events (Quinn 2010). Moreover, tourists seek out events that offer a unique ambiance, opportunities to connect with like-minded individuals, and a chance to expand their knowledge of the world, as mega event tourism has a transformative impact on the physical, social, and economic aspects of a destination (Cudny 2013).

The shift towards active engagement, where people seek experiential encounters rather than passive observation, has underscored the significance of state-sponsored events in enhancing the image and reputation of a nation. Deliberate global events and celebrations organized to attract both citizens and tourists serve to promote the concerned state. The proliferation of events worldwide, ranging from festivals and carnivals to performances, competitions, and concerts, presents an opportunity to ignite viewers' desire for exploration and the experience of emotions, beliefs, ritual traditions, or the evaluation of civilization. Successful destination promotion strategies in today's interconnected and globalized world rely on collaborative efforts between various stakeholders, both public and private, harnessing the power of online content. This collaborative approach yields an overall impact that surpasses the sum of its individual parts. Cudny (2013) view major celebrations as a form of cultural tourism, as individuals travel to different events. Kowalczyk (2012) provides a geographical definition of cultural tourism, describing it as "a set of behaviors associated with tourists' genuine interest in cultural heritage (such as historic monuments, folklore, sites

of important events, etc.), as well as participation in contemporary cultural life" (Quinn 2010). In addition to its impact on the various aspects of the organizing countries whether political, economic or national and others.

#### **4. Advantages of Live Streaming Over Traditional Pre-Recorded Advertising Videos (Gilbert 2019):**

- **Authentic Engagement:** The allure of live streaming lies in its ability to authentically engage viewers. Brands can now seamlessly connect with their audience in real-time, presenting a global celebration as it unfolds. The unfiltered immediacy of live streaming fosters a palpable sense of presence, inviting viewers to partake in the event virtually, as if they were physically present (citizenside).
- **Unique Experiences:** Global celebrations brought to life through live streaming offer an opportunity to curate distinctive experiences. This immersive approach transforms passive viewers into active participants, creating indelible memories that linger long after the event concludes. These experiences are pivotal in imprinting the brand's essence onto the minds of the audience (citizenside).
- **Real-Time Connection:** At the heart of this strategy lies the unparalleled advantage of real-time connectivity. Brands can authentically engage with their audience, addressing inquiries, responding to comments, and encouraging immediate feedback. This unmediated interaction nurtures a sense of community and involvement, forging deeper connections between the brand and its audience (Gilbert 2019). By its very nature, a live broadcast places viewers in the midst of the celebration. The sense of coexistence with the event, even from a distance, bridges the gap between the physical and digital realms. This powerful fusion contributes to the creation of an advertising experience that is both innovative and immersive (Gilbert 2019)
- **Conveying Authenticity:** In the age of skepticism, authenticity is paramount. Live streaming global celebrations offers brands an authentic channel to showcase their values and commitments. Whether aligning with social causes or promoting cultural diversity, the transparent nature of live broadcasts imbues authenticity that resonates with viewers (Gilbert 2019).
- **Global Reach and Diversity:** A global celebration brought to life through live streaming knows no boundaries. This strategy

transcends geographical confines, making it possible for brands to connect with audiences worldwide. The diversity of the audience adds depth to the connection, reinforcing the brand's global appeal (Gilbert 2019).

- **FOMO and Urgency:** The fear of missing out (FOMO) is a powerful motivator. Live streaming leverages this psychological aspect, compelling viewers to engage immediately to be part of the unfolding event, creating a sense of urgency that traditional videos lack (Alutaybi 2020).
- **In-the-Moment Feedback:** advertisers can gather immediate feedback during a live stream, enabling them to adapt and respond in real time. This direct line of communication contributes to audience satisfaction and helps shape future strategies (ncbi).
- **Emotional Resonance:** Live streaming's ability to evoke genuine emotional responses from viewers is a compelling factor for advertisers. The unscripted, unedited nature of live events resonates on a deeper level, fostering emotional connections that foster brand loyalty (Feng et al 2022).
- **Global Reach and Inclusivity:** Advertisers appreciate live streaming's global reach, transcending geographical boundaries and enabling brands to connect with a diverse and expansive audience. This inclusivity aligns with contemporary marketing goals of fostering a global brand presence (Appel 2019).
- **Dynamic Feedback Loop:** Brands are awed by live streaming's feedback loop, where audience reactions shape the course of the event. Immediate feedback enables on-the-fly adjustments, creating a collaborative and responsive atmosphere that resonates deeply with viewers (Ang 2018).
- **Memorability:** Unique and unconventional advertising tends to be more memorable. A study conducted by the Journal of Advertising Research revealed that non-stereotypical ads leave a stronger imprint on viewers' memories, leading to better brand recall (Lehnert 2013).
- **Broadened Audience Reach:** Non-stereotypical ads can resonate with a wider audience, including those who feel underrepresented by traditional advertising (facebook).
- **Differentiation in a Crowded Market:** Non-stereotypical ads help brands stand out in competitive markets. The Harvard Business Review emphasizes that unconventional

advertising can be a key differentiator for brands seeking to cut through the noise (hbr).

- **Emotional Connection:** Creative and non-stereotypical ads tend to evoke stronger emotional responses (evolve).
- **Innovation Perception:** Unconventional advertising positions brands as innovative and forward-thinking. The Harvard Business Review emphasizes that embracing non-stereotypical approaches signals adaptability and a willingness to evolve (hbr).
- **Media Coverage and Publicity:** Innovative ads often attract media attention and buzz, providing additional exposure beyond the advertising platforms. The Drum reported that non-stereotypical ads often generate conversations in both traditional and digital media (thedrum).

## 5. Types of events:

Events and celebrations can be classified based on their size, form, and content. The size of an event is typically determined by factors such as attendance, media coverage, infrastructure, and cost. Based on size, events can be categorized as follows: mega-events, hallmark events, major events, and local or community events.

- **Mega-events:** These are large-scale events that have a significant impact on the economy of an entire country and attract global media attention. They receive extensive media coverage, contribute to tourism and national development, and have a substantial impact on the overall economy of a region or destination (Getz, 1997).
- **Hallmark events:** These events have become closely associated with the essence and character of a specific city or region. They possess unique qualities that distinguish them from similar events, making them synonymous with the place where they are held (Andrejević & Grubor, 2007).
- **Major events:** These events often have a religious nature and draw a large number of visitors. They receive widespread media coverage and bring economic benefits to the regions hosting them. Major events are often culturally significant and can encompass various forms, including competitive and musical elements.
- **Local or community events:** These events primarily cater to the local population and are centered around local social and recreational values. They provide significant benefits to the local community by fostering a sense of belonging and promoting appreciation for the local environment (Vukašin N., Dejan, 2011).

## 6. The live stream of Egyptian global ceremonies as A novel Form of video digital advertising has significant effects on various aspects as follow:

- **Economic Impact:** The live stream of these ceremonies can attract a global audience, leading to increased visibility and exposure for Egypt. This heightened interest can result in greater economic benefits, such as increased investment opportunities, potential sponsorships, and revenue from advertising during the live stream. The economic impact of such events has been studied in the context of mega-events and cultural festivals, showing their potential to stimulate local businesses and boost economic growth. The global visibility gained through the live stream can attract sponsors and advertisers, leading to potential economic benefits for Egypt. The revenue generated from advertising during the live stream and associated media coverage can contribute to the funding of the ceremonies, infrastructure development, and community projects (García et al. 2012).
- **Tourism Boost:** A well-executed live stream can act as a powerful promotional tool for Egypt's tourism industry. The captivating ceremonies can entice viewers from around the world to visit Egypt to experience the events in person, leading to a surge in tourist arrivals and related spending. Studies have shown that cultural events and festivals can significantly impact tourism demand and visitor numbers (Huang & Hsu, 2016).
- **Political and Diplomatic Opportunities:** The live stream of these ceremonies can create diplomatic opportunities for Egypt. High-profile events may attract the attention of international leaders and dignitaries, providing a platform for diplomatic interactions and enhancing the country's diplomatic relations with other nations (Lee & Li, 2019). Hosting and live-streaming international ceremonies can present diplomatic opportunities for Egypt. It allows the country to engage with foreign dignitaries, politicians, and influential individuals who may attend or follow the event online. These interactions can facilitate cultural exchanges, business collaborations, and strengthen diplomatic ties (Lee & Li, 2019).
- **Cultural Image Promotion and Reputation:** By broadcasting these ceremonies to a global audience, Egypt can effectively promote its rich cultural heritage and traditions. The live stream allows people from different parts of the world to experience and appreciate the country's unique cultural offerings. Such exposure can create curiosity and interest in Egyptian culture, leading to increased cultural exchange and appreciation (Ahmed 2018, Chhabra 2019, Moital & Machado 2015, Kennell 2012). The successful live stream of grand global ceremonies can enhance Egypt's international image and reputation. Presenting well-organized and captivating events can portray Egypt as a culturally vibrant and sophisticated destination, dispelling negative stereotypes and misconceptions. Positive perceptions of the country can lead to increased interest in tourism and investments (Ahmed 2018, Chhabra 2019, Moital & Machado 2015, Kennell 2012, Kim, Li, & Hsu, 2010).
- **Bridging Cultural Gaps:** The live stream enables people from diverse backgrounds to come together virtually and appreciate the shared cultural experiences. This bridge between cultures can lead to greater cross-cultural understanding and tolerance, promoting peace and harmony in a globalized world (Jóhannesson & Snaebjornsson 2018, Markowitz et al. 2011).
- **Social Engagement:** The live stream fosters social engagement and interaction among viewers across various social media platforms. People can share their experiences, thoughts, and emotions related to the ceremonies, creating a sense of community and unity among global audiences. This social amplification can extend the reach of the events and strengthen the bond between Egyptians and their global audience (Ahmed 2018, Chhabra 2019, Moital & Machado 2015, Kennell 2012).
- **Increased Awareness:** By live-streaming these ceremonies, Egypt can reach a global audience and raise awareness about its cultural significance and contributions to the world. The live stream allows people from different countries and cultures to witness and engage with the events, thereby increasing awareness of Egypt's cultural heritage and traditions (Jóhannesson & Snaebjornsson 2018, Markowitz, Phelan & Cramer 2011).
- **Global Perception:** The live stream of grand and captivating ceremonies can positively influence the perception of Egypt as a culturally vibrant and dynamic nation. It showcases the country's ability to organize and host large-scale international events,

positioning Egypt on the global stage as a hub for cultural celebrations and exchanges (Jóhannesson & Snaebjornsson 2018, Markowitz, Phelan & Cramer 2011).

## 7. Characteristics of Global Ceremonies as a novel digital advertising:

- **Massive Reach:** Global ceremonies on YouTube have the potential to reach a vast and diverse audience worldwide. YouTube is one of the most popular video-sharing platforms globally, with billions of monthly active users. This widespread accessibility allows advertisers to engage with audiences from different countries, cultures, and demographics, making it an attractive option for brands and political campaigns seeking a global impact (YouTube 2021)
- **Interactivity and Engagement:** YouTube's live streaming feature enables real-time interaction with viewers during global ceremonies. Live chats, comments, and likes allow audiences to actively engage with the content and participate in discussions. This interactivity creates a sense of community and fosters a deeper connection between the audience and the advertisers or political figures (Luo & Wang 2020)
- **Shareability and Virality:** YouTube videos are easily shareable across various social media platforms, leading to the potential for viral content. Viewers who find the content compelling or entertaining are more likely to share it with their networks, further amplifying its reach and impact. This shareability factor enhances the potential for organic growth and brand exposure (Berger & Milkman 2012).
- **Personalization and Targeting:** YouTube's algorithm and user data collection allow advertisers to personalize content recommendations based on viewers' interests and preferences. This targeting capability enables brands and political campaigns to tailor their global ceremonies to specific demographics, ensuring that the content resonates with the intended audience (Leenders & Bijmolt 2018)
- **International Audience Reach:** Global ceremonies have the ability to transcend geographical boundaries and reach a diverse, international audience. Through online platforms like YouTube, these ceremonies can attract viewers from various countries, cultures, and linguistic backgrounds, enabling advertisers to engage with a global market (Kim & Shin 2020)
- **Brand Storytelling and Emotional Connection:** Global ceremonies often incorporate elements of storytelling and emotional narratives to resonate with their audience. By tapping into emotions such as joy, excitement, or inspiration, advertisers can create a deeper connection with viewers, fostering brand loyalty and positive associations (Loureiro et al. 2021)
- **Cross-Cultural Appeal:** Global ceremonies often embrace cultural diversity and inclusivity, making them appealing to a wide range of audiences. Advertisers can use this characteristic to promote their products or campaigns to individuals from different cultural backgrounds, showcasing sensitivity and understanding (Chan 2019)
- **Real-Time Engagement and Interactivity:** Global ceremonies, particularly live events, offer real-time engagement with viewers through live chats, comments, and interactive polls. This direct interaction allows advertisers to gather immediate feedback and insights from their audience, enhancing the overall experience (Harrigan et al, 2018)
- **Shareable Content and Viral Potential:** Global ceremonies often produce compelling and shareable content, increasing the likelihood of the material going viral. Viewers who find the content entertaining or informative are more inclined to share it on social media platforms, expanding its reach and impact (Berger & Milkman 2012).
- **Live Streaming:** Global ceremonies are often live-streamed on YouTube, creating a sense of urgency and excitement among viewers. Live events attract higher engagement and encourage real-time interactions, fostering a stronger connection between brands and their audience (blog).
- **Data Analytics:** YouTube's analytics provide valuable insights into viewer behavior, such as watch time, engagement metrics, and geographical data. Marketers can leverage this data to refine their advertising strategies and tailor future global ceremonies to their audience's preferences (Google. (n.d.). YouTube)
- **Influencer Collaborations:** Collaborating with popular YouTube influencers or celebrities can significantly boost the visibility and credibility of the global ceremony. These influencers can help generate anticipation, drive traffic, and add authenticity to the event (Balaji et al 2020, Chatterjee & Kadiyali 2020)

### 8. Egyptian Pharaoh's Golden Parade:



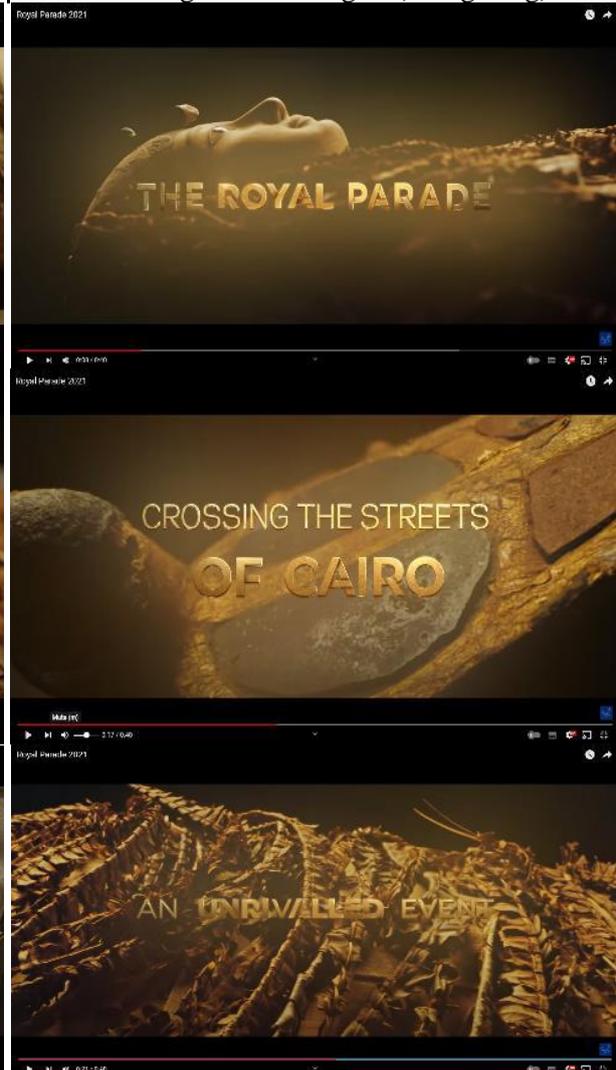
Fig (1) (nilefm, egyptindependent)

The Egyptian Government (GOE) globally announced the organization of the "Parade of Mummies" event through extensive international campaigns promoted by the Ministry of Tourism and Antiquities as part of the Golden March initiative. These campaigns targeted both global and Arab markets. A comprehensive promotional campaign for the royal mummies parade was developed, leveraging modern technology and social media platforms. Former Minister, Dr.

Khaled Al-Anani, emphasized the digital promotion of the mummies procession in 12 Arab and Asian markets, as well as countries such as Belarus, Ukraine, England, Europe, America, Japan, Italy, France, and Germany. A promotional film showcasing the grand procession was produced and translated into fourteen different languages. It was shared across official pages of the Tourism Promotion Authority and the Ministry of Antiquities on popular social networking sites

including Facebook, Instagram, Twitter, and YouTube, ensuring its global reach. In their commitment to delivering a captivating live experience through YouTube channel. The official YouTube channel of Experience Egypt, operated by the authority, also featured a live stream of the event. The live broadcast was shared by various websites through the YouTube channel. Additionally, the procession was televised live on 400 international and Arab TV channels (nilefm). To create anticipation for the extraordinary global event that pays homage to the greatness of the ancestors, former Minister Al-Anani announced the date of the Golden Mummies Procession on his official Twitter account, stating, "Anticipate a unique global event befitting the grandeur of our ancestors: the unparalleled Golden Procession. The world awaits on Saturday, April 3, 2021 (nilefm). The spectacular event showcased Egypt's significant contribution of arts and culture to the global creative economy. In addition to the grand procession that brought the ancient Pharaonic era to life, the event featured a captivating concert by the United Philharmonic Orchestra and choirs, under the direction of Egyptian maestro, Nader Abbasi. Over 100 talented Egyptian musicians played

various instruments, including traditional ones like the harp, Nai (flute), and Rebab (bowed string instrument), performing a mesmerizing musical composition by Egyptian composer, Hisham Nazih. The concert included enchanting chants in Ancient Egyptian, Classical, and Egyptian Arabic, beautifully sung by Egyptian opera singers. The lyrics for these songs were inspired by inscriptions found on the walls of the Deir El-Shelwit Isis temple in Luxor, the Book of the Dead, and the Pyramids Texts, adding a profound historical and cultural touch to the performance. Egypt effectively harnessed the country's pool of creative talents by involving a diverse array of actors/actresses, dancers, singers, musicians, fashion designers, and more. The event also engaged cultural professionals from various sectors, including lighting designers, sound engineers, choreographers, multi-media producers, and digital content managers, who collaborated to bring the event to life in a blended format, leading to the production of a multimedia show. The event not only showcased the possibilities of arts and creativity but also introduced a novel concept of "virtual tourism" by leveraging Egypt's wealth of cultural content with the aid of digital technologies (idsc.gov.eg).



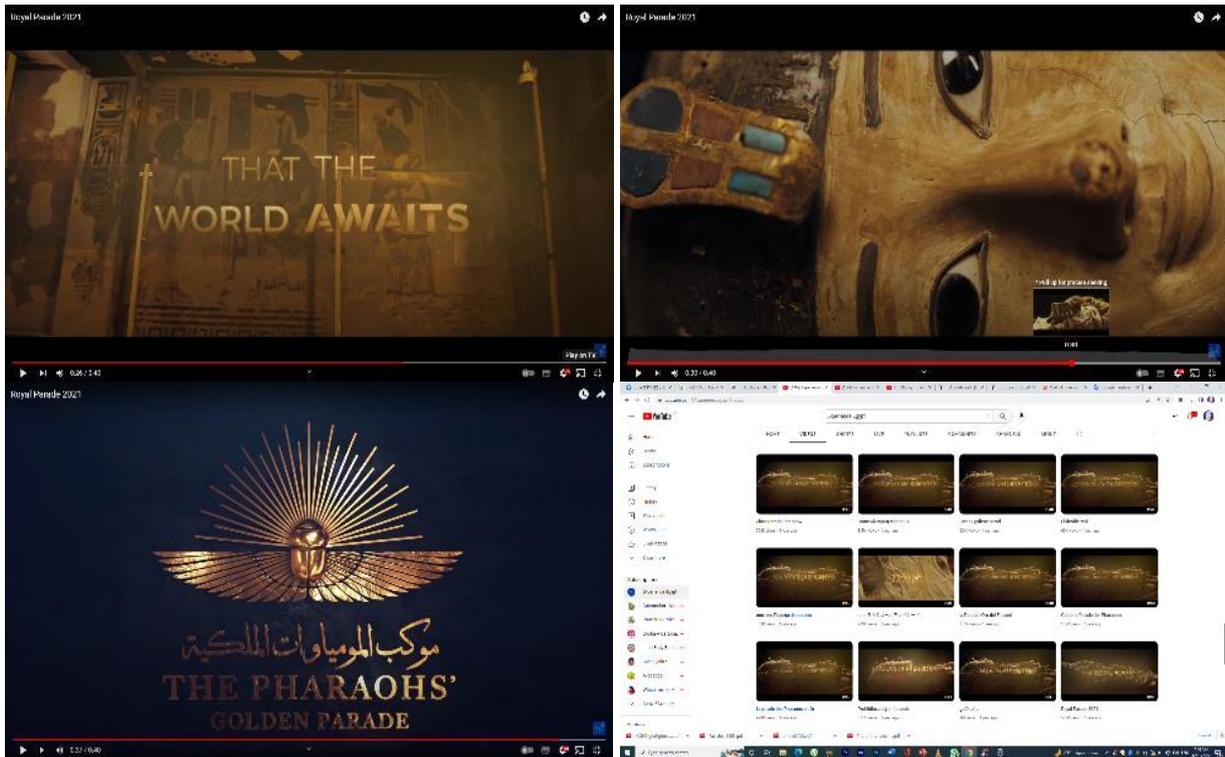


Fig (2) The promotional film for the Pharaoh's Golden Parade has been translated into 14 international languages before the big opening (ExperienceEgypt/videos)



Fig (3) former Minister Al-Anani announced the date of the Pharaoh's Golden Parade on his official Twitter account

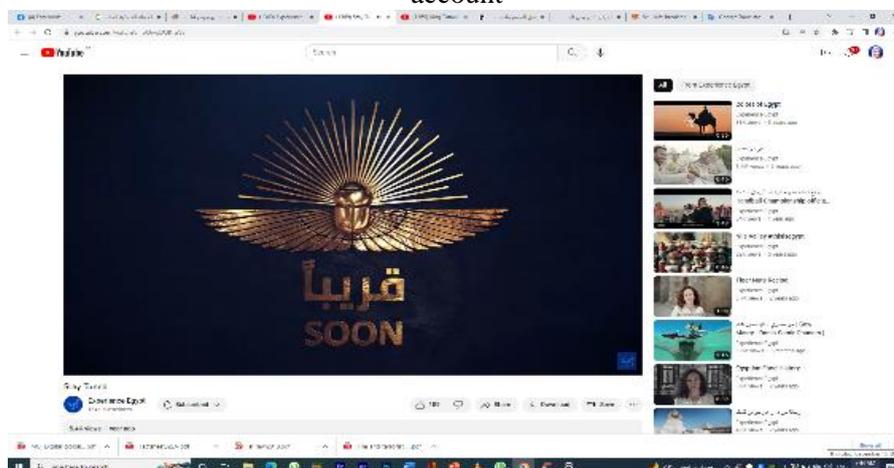
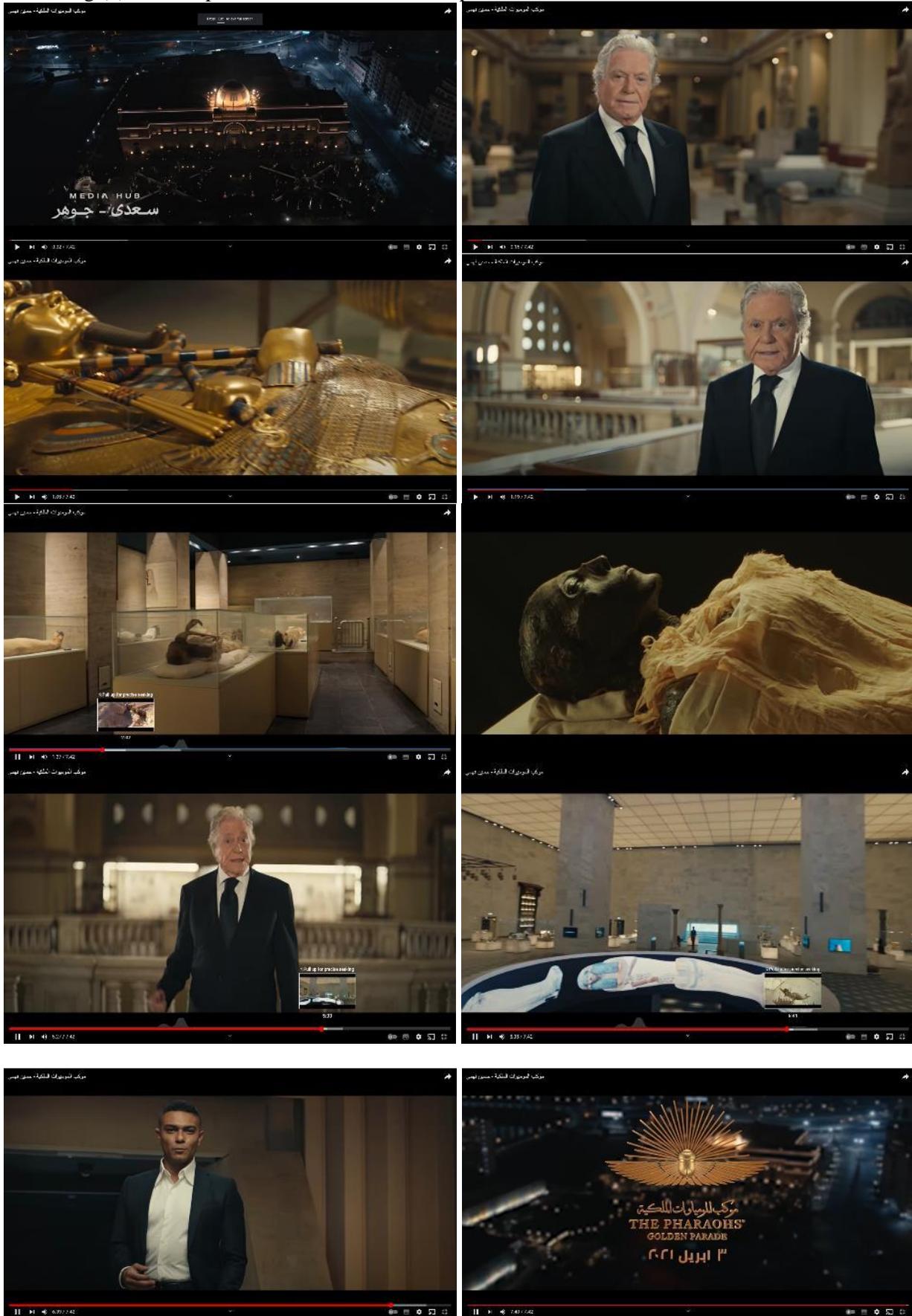


Fig (4) Official promo is released before the promotional advertisement to attract viewers



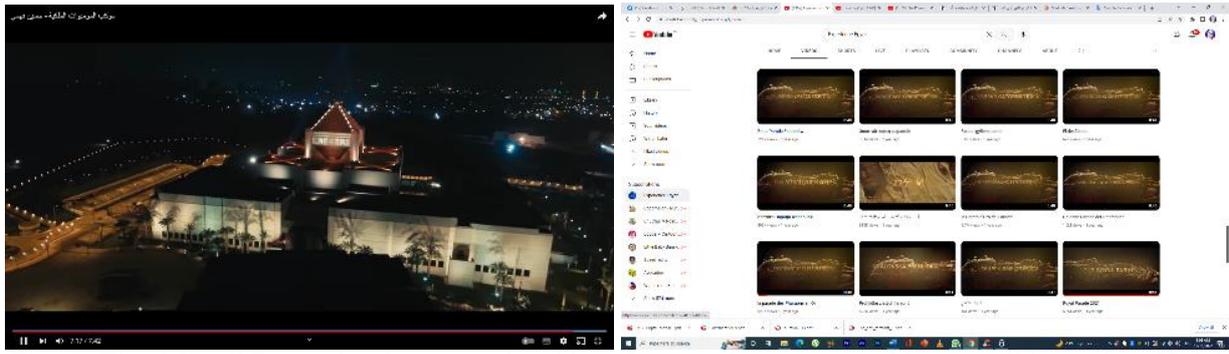


Fig (5) The Official Promo has been translated into fourteen languages and is accessible on the official website (experience egypt)



Fig (6) the announcement on the official website of the Ministry of Tourism and Antiquities regarding the Pharaohs Golden Parade



Fig (7) Icon Creations showed solidarity with the celebration of the Pharaohs Golden Parade by launching a social media frame. This frame allowed users to change their personal photos inside it, and it received significant interaction from the public. (Icon-creations)





Fig (8) The Ministry of Tourism announces the live broadcast of the Pharaohs Golden Parade (filfan)

## 9. The worldwide response to the Pharaohs Golden Parade:

The Egyptian government received widespread global recognition and appreciation for its exceptional organization, presentation, and stunning direction of the event. Many satellite broadcasting stations reported on Egypt's outstanding directing and impressive display. The dazzling ceremony was graced by the presence of Audrey Azoulay, the Director-General of the United Nations Educational, Scientific, and Cultural Organization (UNESCO), and Zarab Bolichvili, the Secretary-General of the World Tourism Organization. Audrey Azoulay, the head of UNESCO, also expressed praise for the event (egyptindependent).

Ms. Audrey Azoulay, the Director-General of UNESCO, was invited by the Egyptian authorities to attend the event in Egypt. Upon witnessing the mummies' entrance into the new National Museum of Egyptian Civilization, Ms. Azoulay expressed her appreciation for the significant efforts made to enhance their conservation and exhibition. She remarked that this moment evoked emotions that extended beyond merely relocating a collection. Ms. Azoulay emphasized that witnessing the mummies' move allowed for a profound experience of the unfolding history of Egyptian civilization (idsc.gov).

Elena Banova, the United Nations Coordinator in Egypt, expressed her pride in Egypt, referring to it as the "cradle of civilization." She made this comment while commending the "majestic scenes" witnessed during the royal mummies parade. In an exclusive interview with the Middle East News Agency, Theochari previously praised the event as a brilliant concept that would effectively promote Egypt's tourism. He emphasized that the event's ability to educate people about the nation's diverse and illustrious history would make it an exceptional form of advertising for Egypt's tourism industry (egyptindependent).

President Abdel Fattah al-Sisi also received congratulations from the Emir of Kuwait Sheikh Nawaf Al-Ahmad al-Jaber al-Sabah for successfully overseeing the event, while also praising the great level of preparations the Egypt government has done to make the event an unforgettable experience. The Saudi Minister of Culture Badr bin Abdullah bin Farhan al-Saud sent his sincere congratulations to Egypt for the event's success on Twitter: "My sincere congratulations to the brothers in the Arab Republic of Egypt for the success of the Royal Mummies Parade and its transfer to the National Museum of Egyptian Civilization. Great civilization ... in safe hands" (egyptindependent).



Fig (9) The US Embassy in Cairo tweeted on its official Twitter account about US Ambassador Jonathan Cohen's visit to the Museum of Egyptian Civilization in Fustat. The tweet mentioned that Ambassador Cohen, like the rest of the world, witnessed the magnificent golden show of the Pharaohs (twitter)

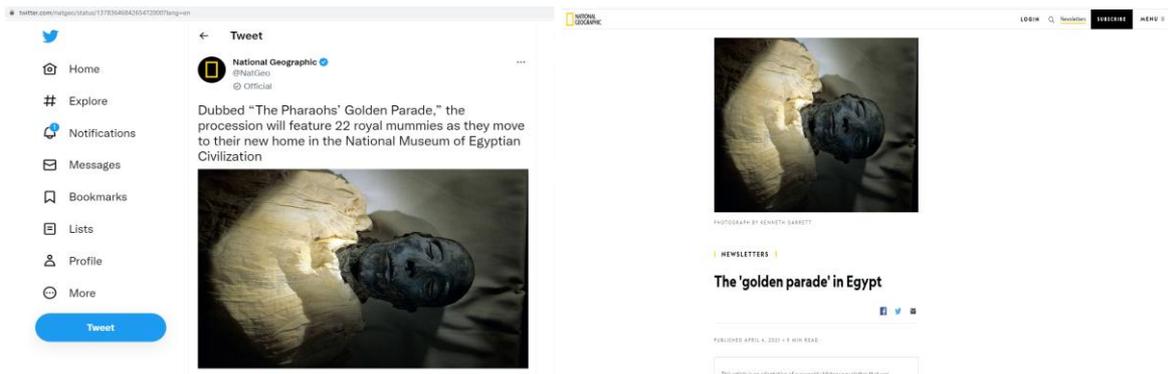


Fig (10) The National Geographic Channel tweeted on its official Twitter account about the procession known as the "Pharaohs Golden Parade." The tweet mentioned that the procession would feature 22 royal mummies as they are relocated to their new residence at the National Museum of Egyptian Civilization (nationalgeographic)

<https://www.nationalgeographic.com/newsletters/article/the-golden-parade-in-egypt-20210405>

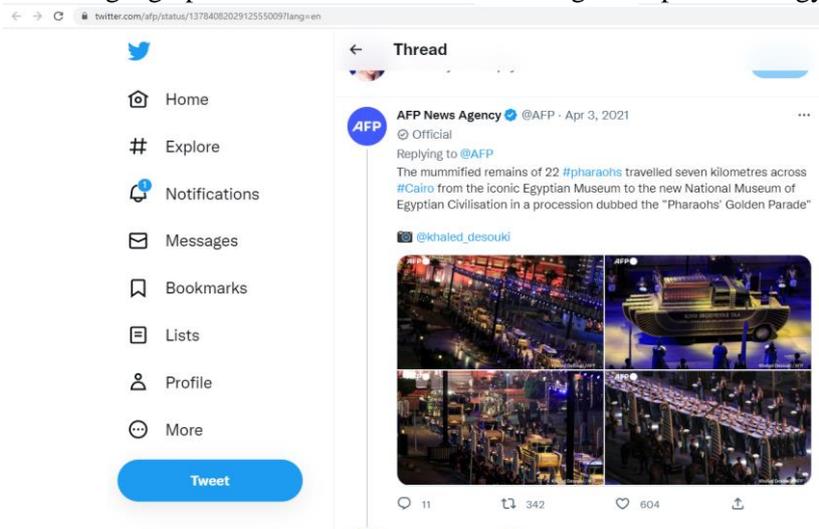


Fig (11) The AFP News Agency tweeted on its official Twitter account about the journey of 22 #pharaohs' mummified remains through #Cairo. They traveled seven kilometers from the renowned Egyptian Museum to the newly established National Museum of Egyptian Civilization in a grand procession called the "Pharaohs' Golden Parade (twitter)."



Fig (12) Filipina-Canadian UNICEF Goodwill Ambassador, Daphne Oseña-Paez, expressed her astonishment on Twitter, stating that she could hardly believe the extraordinary sight of the twenty-two royal mummies parading from the Egypt Museum in Cairo to the new one. She described the experience as incredibly awe-inspiring, giving her chills and likening it to a scene from a movie (twitter).



Fig (13) Praise for the fantastic new musical composition, the Cairo Symphony Orchestra, and the chorus flooded in through tweets.



Fig (14) Svend olling tweeted “As the Danish Ambassador to Egypt, I extend my heartfelt congratulations to #Egypt for organizing a magnificent, historic, and deserving ceremony to transfer 22 royal mummies to the new museum. Egyptian history is the history of civilization, and it holds significance for me as well! #GoldenParade #PharaohsGoldenParade (cairogossip).

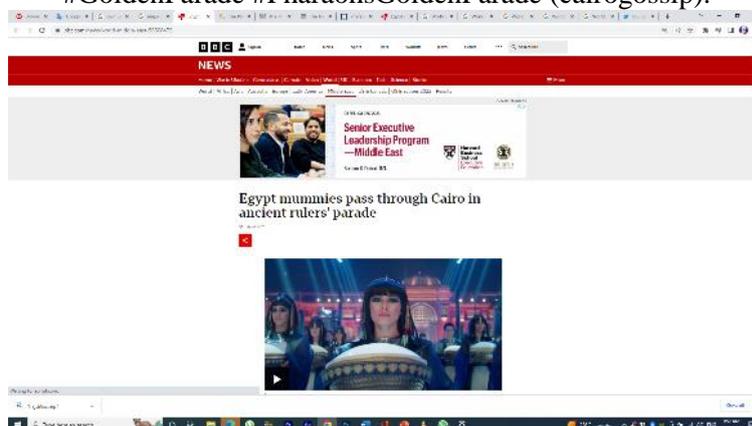


Fig (15) The BBC website launches its news with the headline, "Egyptians Witness Historic Procession of Ancient Rulers Through Cairo" (bbc)

### 10. Numerous websites worldwide have shown great anticipation and acclaim for the Egyptian Golden Show of the Pharaohs:



Fig (16) Time of India worldwide websites ( google.com)

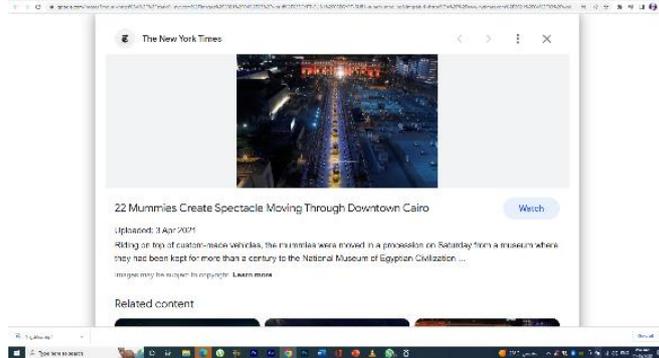


Fig (17) The New York Times worldwide websites ( google.com)

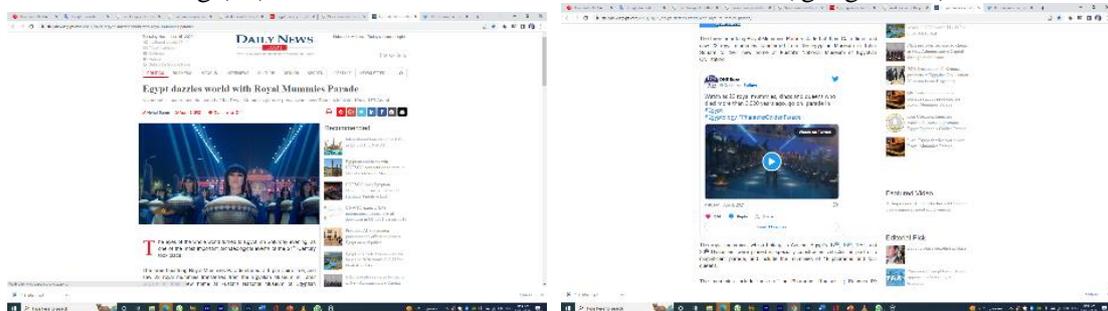


Fig (18) Daily News worldwide websites (dailynewsegypt)

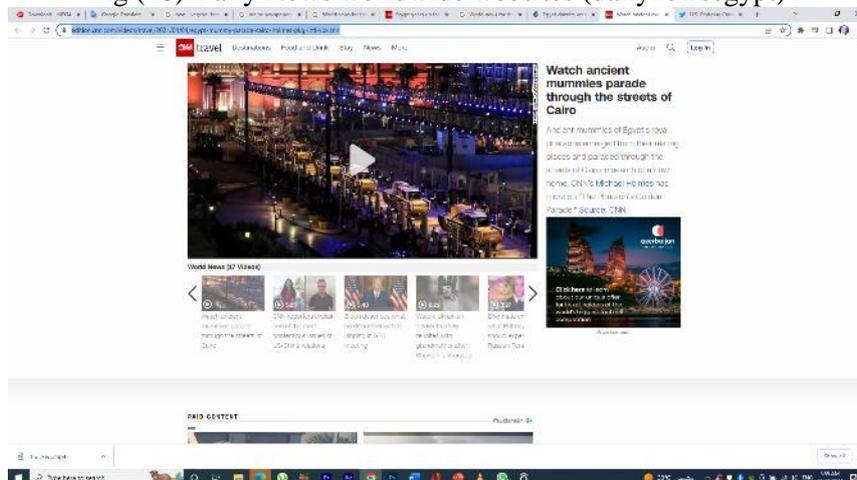


Fig (19) CNN reported, "Witness the Ancient Mummies' Procession Through the Streets of Cairo". The ancient mummies of Egypt's pharaohs have come out from their resting places and made their way through

the streets of Cairo, embarking on a journey to a new home. CNN's Michael Holmes provides further details on "The Pharaoh's Golden Parade (CNN).

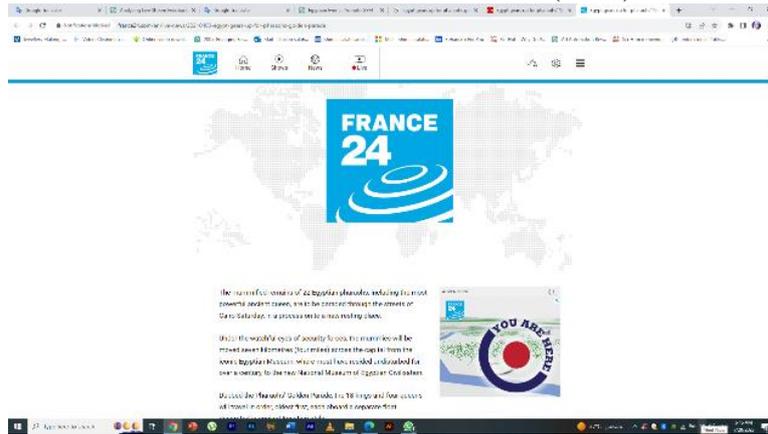
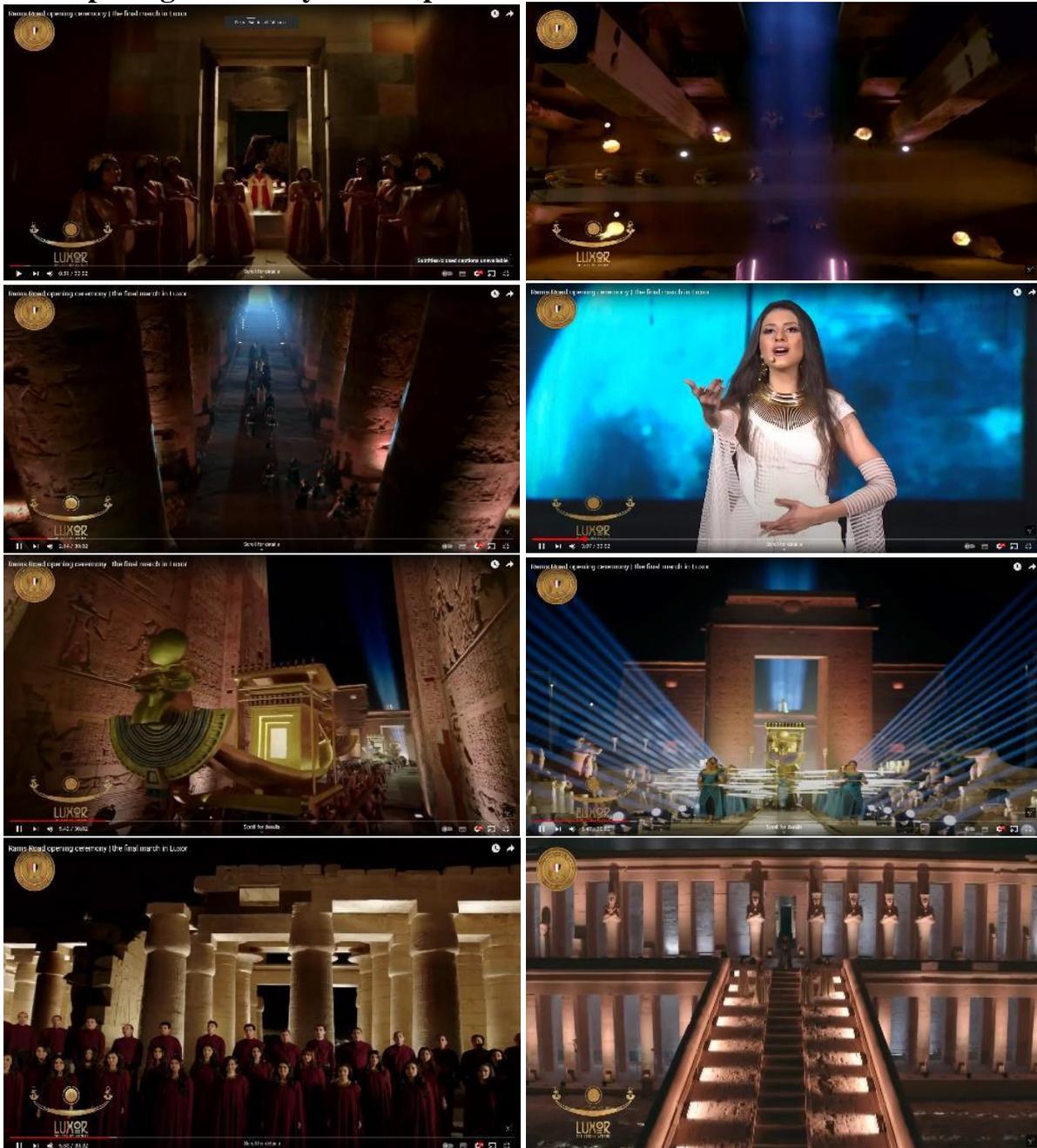


Fig (20) France 24 - International breaking news (france24)

### 11. The Opening Ceremony of the Sphinx Avenue in Luxor:





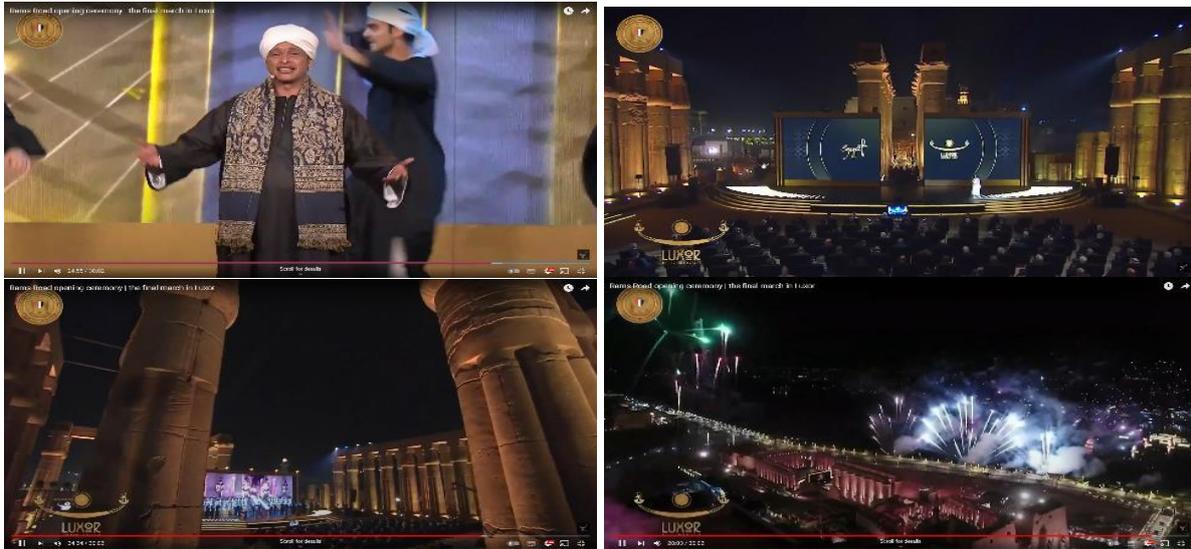


Fig (21) Rams Road opening ceremony | the final march in Luxor (youtube)

On November 25, 2021, an extraordinary celebration marked the opening of Sphinx Street, also known as Rabbit Road, the world's oldest historical corridor. The event was graced by the presence of President Abdel Fattah El-Sisi and First Lady Intisar El-Sisi, drawing global interest in Egypt's ancient civilization, which has left its mark across the world for thousands of years. Approximately 200 international media correspondents accredited in Egypt attended this grand ceremony to cover the historic occasion. Sphinx Street was established to witness annual celebrations of the Opet Festival, special events, feasts, and even the coronation of kings. The processions would stretch from the Karnak temples to the Luxor Temple. Along this King's Road for celebrations stand statues of the Great Sphinx and rams, with a total length of 2700 meters from the Luxor Temple to the Karnak temples. These statues include depictions of the Sphinx with a human head and the Sphinx with a ram's head, symbolizing the god Amon(sis.gov.eg).

The opening ceremony commenced after the speech of the Former Minister of Tourism, Dr. Khaled Al-Anani. The Rams Road was inaugurated in imitation of the ancient "Opet" festival, accompanied by the resonant hymns of Amun in a splendid pharaonic-style spectacle. Performers carried three golden boats designed in a pharaonic manner, accompanied by breathtaking fireworks

display that illuminated the sky over Luxor. The festivities concluded with a legendary opening ceremony set to the music of the song "Our Luxor Country," accompanied by a spectacular fireworks display. Subsequently, the President left the celebration square. The majestic Pharaonic procession was highlighted by the renowned "Amun Hymn" song and was attended by international and local political leaders, garnering extensive coverage by Egyptian, Arab, and foreign news agencies (sis.gov.eg).

The advertising and promotional campaign for the Luxor celebration received widespread acceptance and acclaim from social media users and internet platforms. The Ministry of Tourism and Antiquities orchestrated a well-organized promotional campaign to professionally promote the event. A special promotional film was created for the celebration and disseminated across various technological platforms and social networking sites, enabling tourists and tour operators to view the video at their convenience. The celebration was live-streamed on private social media sites and in Egyptian embassies worldwide, with diplomats, public figures, and tourist influencers in attendance. The celebration video was distributed to all tour operators associated with the Egyptian tourism sector as a form of promotion for the event and Luxor city (m.akhbarelyom).



Fig (22) Dalil News Publish Another Royal Parada in Egypt

## 12. The worldwide response to the Rams Road celebration:

The celebration in Luxor received high praise from numerous international newspapers and publications, which described it as impressive and spectacular. The event was commended for reviving the splendor and allure of the beautiful city

of Luxor, highlighting its aesthetic and thematic aspects during the festivities. Moreover, the celebration emphasized the city's unique and diverse tourist and archaeological elements, showcasing it as the largest open museum in the world.



Fig (23) NBC News tweeted about Rams Road celebration



Fig (24) CNN Websites



Fig (25) AFP News Agency posted about Rams Road



Fig (26) The Guardian a British daily newspaper



Fig (27) Reuters Posted about Rams Road (global news agency that was founded nearly 170 years ago)



Fig (28) DW News Posted about Rams Road (DW News provides the key stories from Europe and around the world. Exciting reports and interviews from the worlds of politics, business, sports, culture and social media are presented by our DW anchors in 15- and 30-minute shows)



Fig (29) The Washington Post Posted about Rams Road (it is an American daily newspaper published in Washington)

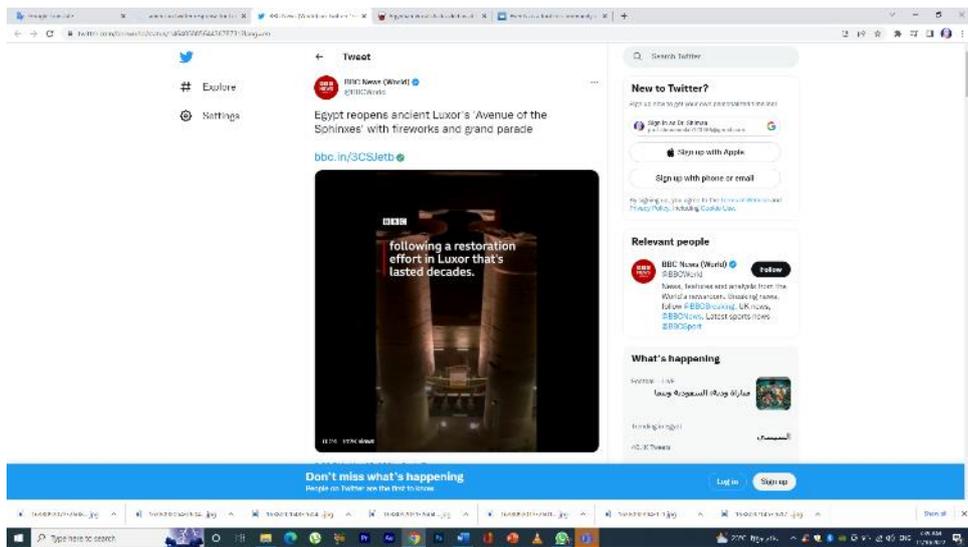


Fig (30) The BBC tweeted about Rams Road (twitter)

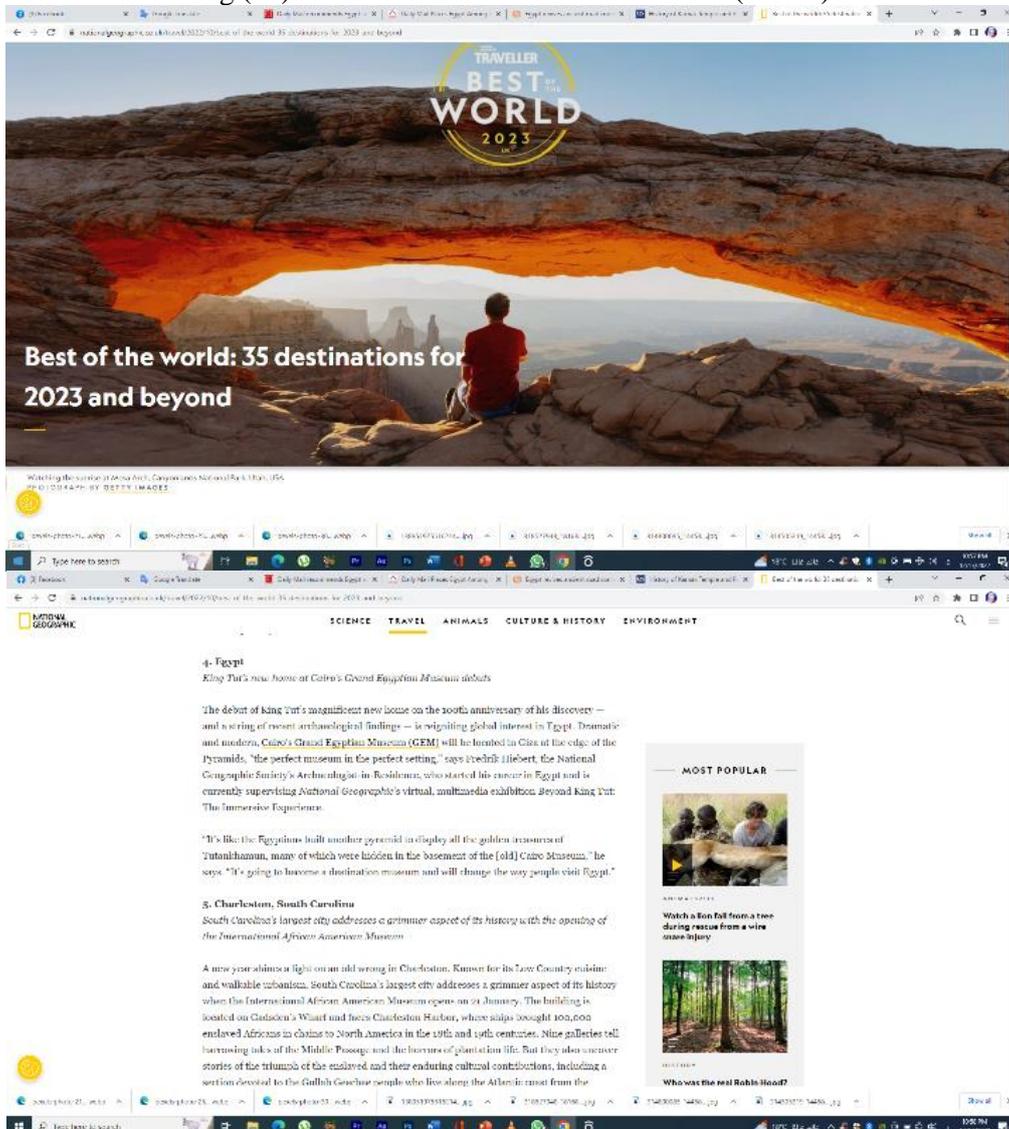


Fig (31) In National Geographic's 2023 list of the best tourist destinations, Egypt earned a spot among the top countries for travelers seeking heritage and cultural experiences. The Rams Road in Luxor, which was inaugurated last year, and the upcoming opening of the Grand Egyptian Museum in Giza, with its impressive collection featuring King Tutankhamun's artifacts and other ancient Egyptian treasures, were highlighted as major attractions drawing tourists to the country (english.ahram).

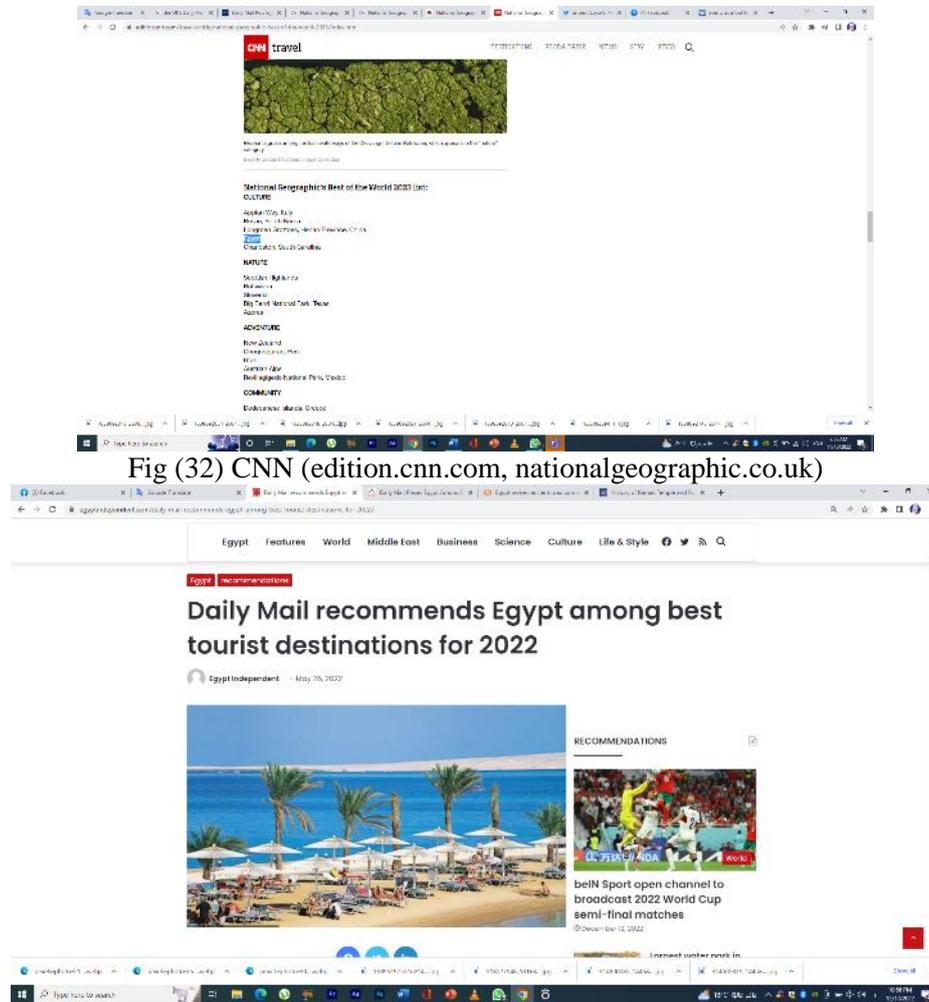


Fig (32) CNN (edition.cnn.com, nationalgeographic.co.uk)

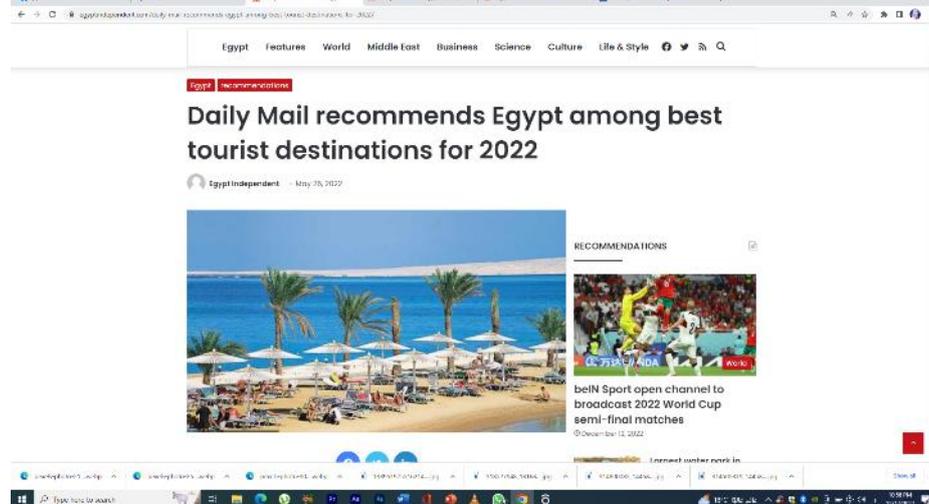


Fig (33) The renowned British news site, Daily Mail, named Egypt as one of the top tourist destinations for the spring and summer of 2022, ranking it second in the list of best holiday destinations for the year. The site featured several Egyptian tourist cities in its classification, and the headline read: "Best Vacation Destinations of 2022: Must-see travel trends and places to visit this spring and summer".

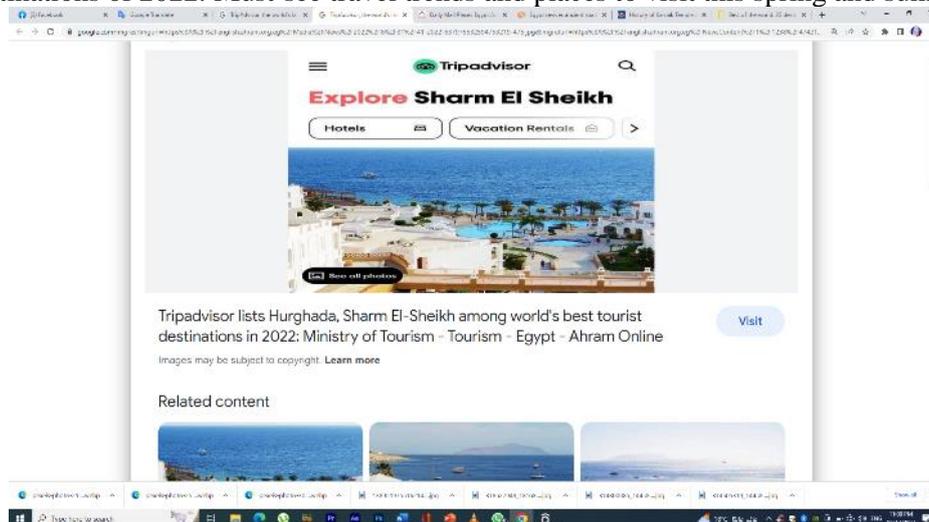


Fig (34) TripAdvisor, the world's largest travel guidance platform, ranked Cairo as the second most trending destination globally and the ninth best destination for city enthusiasts in 2022. Additionally, Hurghada was recognized as the 10th most popular destination according to the platform's rankings. (edition.cnn.com)

### 13. Study:

The research employed an analytical approach to examine global responses towards significant global occurrences, specifically the mummy

procession and the Way of the Rams ceremony. To gather data, a questionnaire (appendix 1) was created and administered from December 1, 2021, to March 1, 2022. The study focused on a random selection of YouTube channel users aged between

20 and 60, encompassing both genders. The sample participants represented various nationalities including the United States, Germany, France, Canada, and England.

The sample size consisted of 155 randomly chosen users of the YouTube channel, with 120 valid responses taken into account, as some participants did not complete all sections of the questionnaire. The YouTube channel was selected due to its extensive participation in the live broadcasting of these events, experiencing a relatively high engagement rate.

**14. Measures**

The respondents' opinions were assessed by utilizing a questionnaire (Appendix 1), which gauged users' responses to the statements using a 5-Point Likert scale anchored by the phrases "I strongly disagree" and "I strongly agree".

The researcher utilized the Statistical Package for the Social Sciences (SPSS 25) software to perform the statistical analyses and employed the subsequent statistical techniques:

- Pearson correlation coefficient.
- Cronbach's alpha coefficient.
- Frequency and percentage (relative weight).
- Arithmetic mean and standard deviation.
- Ca2 test.

**15. Validity and resolution stability**

**16. Internal Consistency Validity Findings**

To ascertain the internal consistency validity of the questionnaire, the researcher computed the correlation coefficient between the scores of individual questionnaire statements and the total scores of the corresponding thematic category. The outcomes of this analysis are presented in Table (1):

Table (1): Presents the correlation coefficients between the scores of each questionnaire statement and the total scores of the respective thematic category.

statistical significance	level of significance	Correlation coefficient	Items No.	Items
significance	*,*)	*,07	1	First Axis
significance	*,*)	*,66	2	
significance	*,*)	*,83	3	
significance	*,*)	*,60	4	
significance	*,*)	*,88	5	
significance	*,*)	*,77	6	
significance	*,*)	*,87	7	
significance	*,*)	*,74	8	
significance	*,*)	*,63	9	
significance	*,*)	*,71	10	
significance	*,*)	*,84	11	Second Axis
significance	*,*)	*,73	12	
significance	*,*)	*,71	13	
significance	*,*)	*,66	14	
significance	*,*)	*,67	15	
significance	*,*)	*,80	16	
significance	*,*)	*,64	17	
significance	*,*)	*,68	18	
significance	*,*)	*,84	19	
Significance	*,*)	*,70	20	
Significance	*,*)	*,07	21	Third Axis
Significance	*,*)	*,09	22	
Significance	*,*)	*,02	23	



statistical significance	level of significance	Correlation coefficient	Items No.	Items
Significance	*,*)	*,64	24	
significance	*,*)	*,73	25	
significance	*,*)	*,67	26	
significance	*,*)	*,62	27	
significance	*,*)	*,52	28	
significance	*,*)	*,53	29	
significance	*,*)	*,60	30	
significance	*,*)	*,72	31	
significance	*,*)	*,67	32	
significance	*,*)	*,62	33	
significance	*,*)	*,53	34	
significance	*,*)	*,50	35	
significance	*,*)	*,58	36	
significance	*,*)	*,51	37	
significance	*,*)	*,73	38	
significance	*,*)	*,57	39	
significance	*,*)	*,50	40	
significance	*,*)	*,58	41	
significance	*,*)	*,53	42	
significance	*,*)	*,61	43	
significance	*,*)	*,60	44	
significance	*,*)	*,50	45	
significance	*,*)	*,61	46	
significance	*,*)	*,53	47	
significance	*,*)	*,71	48	
significance	*,*)	*,53	49	
significance	*,*)	*,58	50	
significance	*,*)	*,62	51	
significance	*,*)	*,53	52	
significance	*,*)	*,80	53	
significance	*,*)	*,77	54	
significance	*,*)	*,77	55	
significance	*,*)	*,64	56	
significance	*,*)	*,50	57	
significance	*,*)	*,52	58	
significance	*,*)	*,52	59	
significance	*,*)	*,51	60	
significance	*,*)	*,50	61	
significance	*,*)	*,52	62	

Fourth  
Axis

statistical significance	level of significance	Correlation coefficient	Items No.	Items	
significance	*,*)	*,02	63		
significance	*,*)	*,60	64		
significance	*,*)	*,63	65		
significance	*,*)	*,63	66		
significance	*,*)	*,81	67		
significance	*,*)	*,72	68		
significance	*,*)	*,83	69		
significance	*,*)	*,67	70		
significance	*,*)	*,66	71		
significance	*,*)	*,81	72		
significance	*,*)	*,68	73		
significance	*,*)	*,60	74		
significance	*,*)	*,70	75		
significance	*,*)	*,69	76		
significance	*,*)	*,80	77		
significance	*,*)	*,81	78		
significance	*,*)	*,78	79		
significance	*,*)	*,77	80		
significance	*,*)	*,60	81		Fifth Axis
significance	*,*)	*,60	82		
significance	*,*)	*,76	83		
significance	*,*)	*,09	84		
significance	*,*)	*,70	85		
significance	*,*)	*,60	86		
significance	*,*)	*,67	87		
significance	*,*)	*,69	88		
significance	*,*)	*,69	89		
significance	*,*)	*,02	90		

Table (1) presents the correlation coefficients between the scores of each individual statement within the questionnaire and the overall scores of the corresponding axis. These coefficients exhibited a range between 0.50 and 0.88, all of which were found to be statistically significant. As a result, the statements within the questionnaire are deemed to be accurate representations of the intended measurements. This confirms the validity of the questionnaire's statements in accurately capturing the constructs they were designed to assess.

### 17. Construct Validity Results of the Questionnaire:

To ascertain the construct validity of the questionnaire, the researcher computed correlation coefficients between the cumulative scores of each questionnaire axis and the overall score of the entire questionnaire. The outcomes of this analysis are illustrated in Table (2).

Table (2): Displays the correlation coefficients between the scores of each individual axis within the questionnaire and the total questionnaire score, ranging from 0.50 to 0.80. All coefficients were found to be statistically significant. This signifies the questionnaire's axes' validity and consistency.



statistical significance	level of significance	Correlation coefficient	Items No.
significance	.,.1	.,.0.	First Axis
significance	.,.1	.,.60	Second Axis
significance	.,.1	.,.74	Third Axis
significance	.,.1	.,.8.	Fourth Axis
significance	.,.1	.,.76	Fifth Axis

## 18. Results of Questionnaire and Axis Stability:

To assess the stability of the questionnaire and its respective axes, the researcher employed the

Cronbach's alpha coefficient method. The outcomes of this analysis are presented in Table (3).

Table (3): Illustrates the findings of the Cronbach's alpha test conducted to evaluate the stability of the questionnaire and its individual axes

Cronbach's alpha coefficient	Items	Items No.
.,.89	1.	First Axis
.,.88	1.	Second Axis
.,.9.	2.	Third Axis
.,.96	4.	Fourth Axis
.,.86	1.	Fifth Axis
.,.96	9.	Over All

Table (3): Presents the reliability coefficients of both the questionnaire and its corresponding axes. The coefficients ranged from 0.86 to 0.96 for the various axes of the questionnaire.

## 19. Results and Discussion

In this research, the viewpoints of the research sample participants were collected and subjected to

analysis through a questionnaire pertaining to "the political implications of live streaming global Egyptian events on the YouTube platform as a contemporary form of digital video advertising." The responses from the research sample were evaluated employing a five-point grading scale, as depicted in:

Table 1: Five-Point Grading Scale

degree of approval					The opinion
strongly not agree	Not agree	N/A	Agree	strongly agree	
1	2	3	4	5	the weight
1,79 – 1	2,09 – 1,8.	3,39 – 2,6.	4,19 – 3,4.	5 – 4,2.	weighted average

Note: All means, standard deviations, and relative weights have been rounded to two decimal places.

## 20. Results of the First statistical hypothesis test:

The initial proposition states, "Egypt's live streaming of global celebrations on YouTube represents a novel and unconventional approach to the country's global video digital advertising".

In order to confirm the credibility of this hypothesis, the researcher employed measures such as the arithmetic mean, standard deviation, relative weight, and the "Ka2" test to gauge the level of response from the research sample. The obtained results are presented as follows:

Table 2: Arithmetic means, standard deviations, relative weights, along with the outcomes of the "Ka2" test, used to assess the research sample's perceptions towards the live streaming of Egypt's global celebrations as a platform for digital advertising.

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
1 The live stream of Egyptian global ceremonies represents a novel and innovative	4,90	.,.22	99,00 %	strongly agree	97,2.	.,.001	1

	Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
	approach to digital advertising for promoting the country's heritage.							
٢	I believe that live-streamed global ceremonies offer a unique and unconventional method to showcase Egypt's attractions and cultural significance to a global audience.	٤,٩٢	٠,٢٨	٩٨,٣٣ %	strongly agree	٨٣,٣٣	٠,٠٠١	٤
٣	The media coverage of live-streamed global ceremonies highlights Egypt's creative and forward-thinking approach to digital advertising and cultural promotion.	٤,٩٣	٠,٢٠	٩٨,٦٧ %	strongly agree	٩٠,١٣	٠,٠٠١	٣
٤	The successful live streaming of these ceremonies presents Egypt as a digitally savvy nation, utilizing technology for cultural promotion.	٤,٢٧	٠,٤٨	٨٥,٣٣ %	strongly agree	٨٥,٤٠	٠,٠٠١	٩
٥	I believe that live-streamed global ceremonies play a significant role in enhancing Egypt's digital brand image on the global stage.	٤,١٨	٠,٣٩	٨٣,٦٧ %	agree	٤٨,١٣	٠,٠٠١	١٠
٦	The exposure to live-streamed ceremonies positively influences my perception of Egypt as an innovative country in utilizing digital platforms for advertising.	٤,٣٣	٠,٥٢	٨٦,٥٠ %	strongly agree	٦٤,٩٥	٠,٠٠١	٨
٧	I believe that live-streamed Egyptian global ceremonies have the potential to position Egypt as a leader in creative digital advertising among other nations.	٤,٨٨	٠,٣٣	٩٧,٥٠ %	strongly agree	٦٧,٥٠	٠,٠٠١	٦
٨	I believe that the use of live streaming for global ceremonies is a fresh and	٤,٩٢	٠,٢٨	٩٨,٣٣ %	strongly agree	٨٣,٣٣	٠,٠٠١	٤ redundant

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
unconventional method for digital advertising in Egypt.							
9 I believe that the live-streamed Egyptian global ceremonies platform sets a new benchmark for other countries in digital advertising strategies.	٤,٩٥	٠,٢٢	٩٩,٠٠ %	strongly agree	٩٧,٢٠	٠,٠٠١	١ redundant
10 The live-streamed Egyptian global platform represents a refreshing departure from traditional advertising methods, contributing to its uniqueness.	٤,٦٨	٠,٤٧	٩٣,٦٧ %	strongly agree	١٦,١٣	٠,٠٠١	٧
The general arithmetic mean	٤,٧٠	٠,٤٧	٩٤,٠٠ %	strongly agree			

The data in Table (2) indicates significant statistical differences in the responses of the research sample toward the live streaming of Egyptian global celebrations used as a digital advertising platform. The "Ka2" values for all the statements along the first axis were found to be statistically significant. Specifically, response time reached the "I agree" level for Statement No. (5), with an arithmetic mean of (4.18) and a relative weight of (83.67%).

Conversely, responses to the remaining statements reached the "strongly agree" level. The arithmetic mean values for this level of statements ranged between (4.27 - 4.95), accompanied by relative weights ranging from (%٩٩,٠٠ - %٨٥,٣٣). Overall, the general arithmetic mean for the first axis was calculated as (4.70), carrying a relative weight of (94.00%), signifying a consensus at the "strongly agree" level.

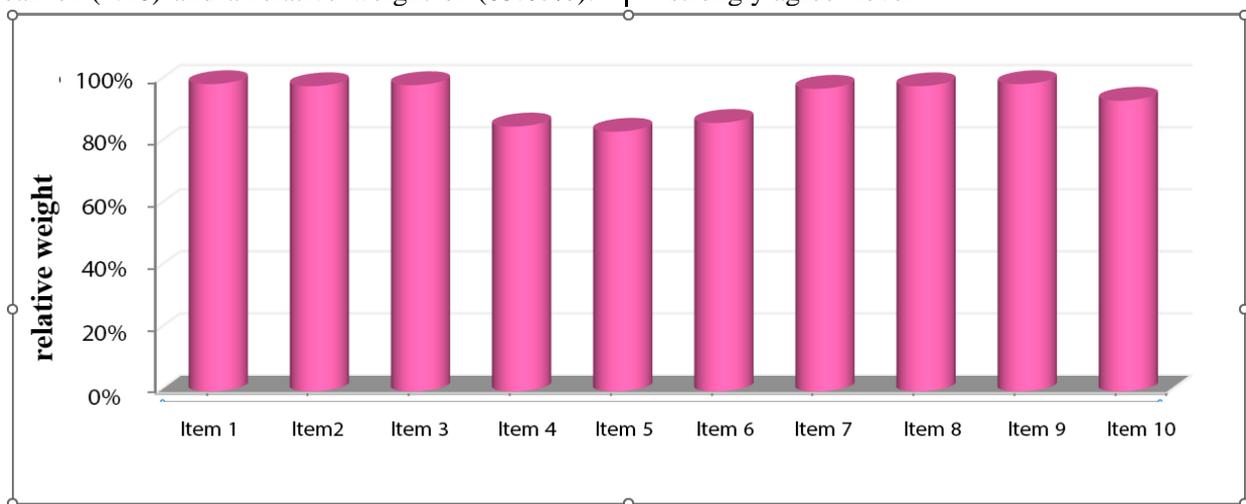


Fig (35) displays the phrases along the first axis categorized based on their corresponding relative weights. Based on the data presented in Table (1), its associated results, and Fig (35), it is evident that the initial hypothesis of the research has been substantiated. The live streaming of global celebrations from Egypt on the YouTube platform indeed signifies a fresh and innovative approach to enhance the country's global digital advertising strategies.

**21. Results of the second statistical hypothesis test:**

The second hypothesis posits, "It is anticipated that the global Egyptian live broadcast ceremony on the YouTube platform, functioning as an innovative form of digital video advertising, will positively influence the promotion of Egypt's political interests on the global stage".

To ascertain the credibility of this hypothesis, the researcher employed statistical measures including the arithmetic mean, standard deviation, relative

weight, and conducted the "Ka2" test to assess the level of response from the research sample. The obtained results are summarized below:

Table 3: Averages (Means), Standard Deviations, Relative Weights, and Results of the "Ka2" Test Analyzing Research Sample's Reactions towards the Impact on Egypt's International Standing.

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
1 Live streaming of Egyptian global ceremonies enhances Egypt's international visibility and recognition.	٤,١٨	٠,٣٩	٨٣,٦٧ %	agree	٤٨,١٣	٠,٠٠١	٦
٢ The live stream of these ceremonies positively influences the perception of Egypt as a culturally rich and vibrant nation.	٤,٧٨	٠,٤٢	٩٥,٥٠ %	strongly agree	٣٦,٣٠	٠,٠٠١	٣
٣ The exposure of Egyptian global ceremonies through live streaming contributes to enhancing Egypt's soft power and cultural diplomacy on the global stage.	٣,٤٦	٠,٧٧	٦٩,١٧ %	agree	٧٦,٢٥	٠,٠٠١	٩
٤ The live stream of grand cultural events fosters cross-cultural understanding and promotes peace and harmony among nations.	٣,٢٧	٠,٦٤	٦٥,٣٣ %	N/A	١٤٠,١٥	٠,٠٠١	١٠
٥ Hosting global ceremonies and live streaming them helps position Egypt as a leading destination for cultural exchanges and celebrations.	٤,٦٨	٠,٤٧	٩٣,٦٧ %	strongly agree	١٦,١٣	٠,٠٠١	٥
٦ The extensive live stream of Egyptian global ceremonies attracts international	٤,٧٢	٠,٤٥	٩٤,٣٣ %	strongly agree	٢٢,٥٣	٠,٠٠١	٤

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
tourists and fosters interest in visiting Egypt.							
4 Egyptian global ceremonies' live stream allows for broader engagement with global audiences, leading to increased awareness of Egypt's cultural contributions.	4,80	0,40	96,00 %	strongly agree	43,20	0,001	2
8 The live stream of these ceremonies positively impacts Egypt's reputation and image as an influential player in the global cultural arena.	4,13	0,34	82,67 %	agree	64,03	0,001	7
9 The live stream of Egyptian global ceremonies creates opportunities for enhancing diplomatic relations and cultural collaborations with other countries.	3,68	0,92	73,67 %	agree	06,40	0,001	8
10 The live stream of these ceremonies has positively influenced my perception of Egypt as a culturally vibrant nation.	4,83	0,38	96,00 %	strongly agree	00,70	0,001	1
The general arithmetic mean	4,20	0,79	80,00 %	strongly agree			

The data presented in Table (3) reveals noteworthy statistical distinctions in the responses of the research sample concerning the influence on Egypt's international reputation. The "Ka2" values for all the statements along the second axis demonstrated statistically significant differences. Responses for statements numbered (2, 5, 6, 7, 10) strongly aligned with "strongly agree," with arithmetic mean values ranging between (4.68 - 4.83) and corresponding relative weights ranging between (93.67% - 96.50%). Conversely, responses

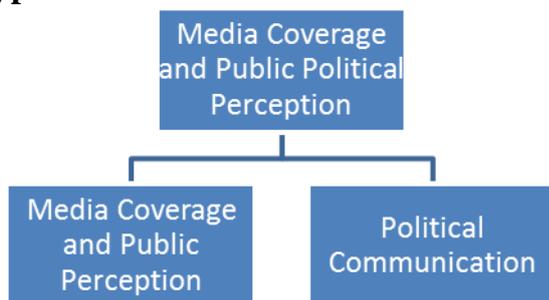
for statements numbered (1, 3, 8, 9) leaned towards "I agree," with arithmetic mean values ranging from (3.46 - 4.18) and relative weights ranging from (69.17% - 83.67%). Additionally, response level for statement number (4) reached "neutral," with an arithmetic mean of (3.27) and a relative weight of (65.33%).

The overall arithmetic means for the second axis amounted to (4.25), carrying a relative weight of (85.05%), indicative of a consensus at the "strongly agree" level.



Fig (36) illustrates the second axis phrases in accordance with their respective relative weights. Based on the information provided in Table (3), its corresponding outcomes, and Fig (36), it becomes evident that the second hypothesis of the research has been confirmed. The positive influence of the global Egyptian live broadcast ceremony on the YouTube platform, functioning as an innovative form of digital video advertising, has indeed played a constructive role in advancing Egypt's political interests on the international stage.

**22. Results of the third statistical hypothesis test:**



The third hypothesis posits, "It is hypothesized that the strategic utilization of Live Stream Egyptian Global Ceremonies on the YouTube platform will enhance media coverage and shape public political perception".

To verify this hypothesis, the researcher employed statistical tools such as the arithmetic mean, standard deviation, relative weight, and conducted the "Ka2" test to gauge the extent of response from the research sample pertaining to the components of the third axis. The obtained results are as follows:

Table 4: Arithmetic Means, Standard Deviations, and Relative Weights for Evaluating the Research Sample's Reactions towards Media Coverage and its Influence on Political Perception.

Parts	Arithmetic mean	standard deviation	relative weight degree	degree of approval
Influence on Media Coverage and Public Perception	4,55	0,67	91,05%	strongly agree
Influence on Political Communication	4,25	0,70	84,97%	strongly agree
	4,40	0,70	88,01%	strongly agree

Table (4) displays the degrees of response from the research sample concerning media coverage, public perception, and the impact on political communication. Notably, the responses strongly aligned with the "strongly agree" level for both media coverage and public perception, showcasing

an arithmetic mean of (4.55) and a corresponding relative weight of (91.05%). Similarly, the responses demonstrated a "strongly agree" level towards the influence on political communication, with an arithmetic mean of (4.25) and a relative weight of (84.97%).



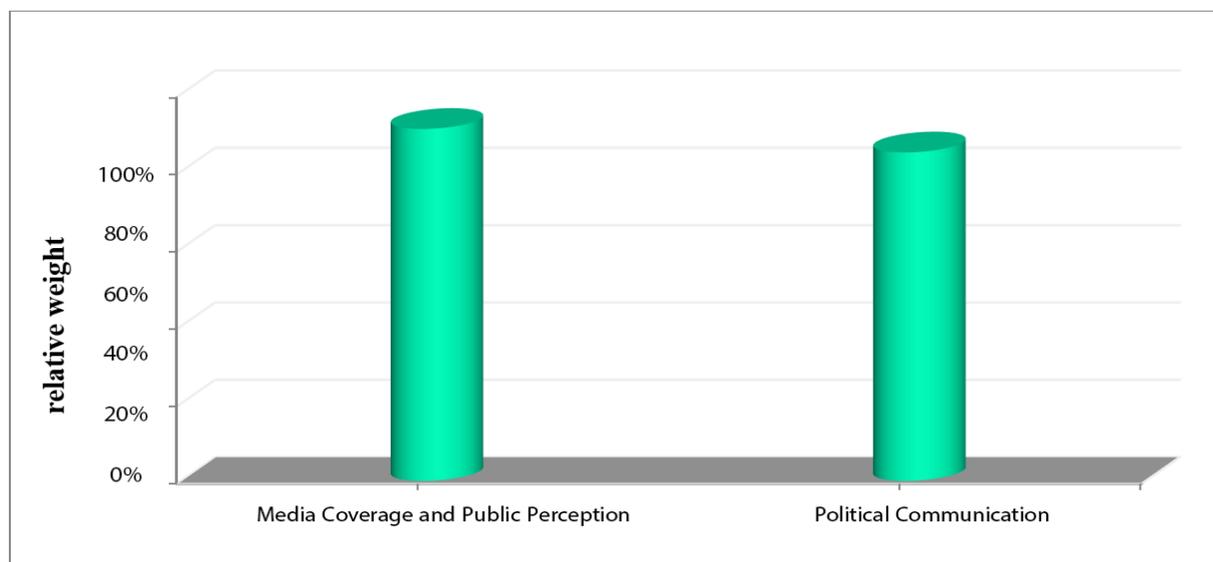


Fig (37) illustrates the components of the third axis in accordance with their respective relative weights. The outcomes presented in Table (4) can be elucidated by referring to Tables (4-1) and (4-2) along with their respective results, as outlined below:

Table (4-1): Averages (Means), Standard Deviations, Relative Weights, and Results of the "Ca2" Test Analyzing Research Sample's Reactions towards Media Coverage and Public Perception.

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
1 The live stream of Egyptian global ceremonies has increased media coverage and attention from news outlets around the world.	٤,٨١	٠,٤٩	٩٦,١٧ %	strongly agree	١٤٤,٩٠	٠,٠٠١	٢
٢ I believe that live-streamed global ceremonies have a positive influence on how Egypt is portrayed in international media.	٤,٨٤	٠,٤٥	٩٦,٨٣ %	strongly agree	١٥٩,٠٠	٠,٠٠١	١
٣ The media coverage of these ceremonies has effectively showcased Egypt's cultural richness and heritage.	٤,٧٦	٠,٥٥	٩٥,١٧ %	strongly agree	١٢٦,٩٠	٠,٠٠١	٤
٤ The live stream of Egyptian global ceremonies has influenced public perception of Egypt as a culturally	٤,٧٤	٠,٥٣	٩٤,٨٣ %	strongly agree	١١٢,٥٠	٠,٠٠١	٥

	Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
	significant and vibrant nation.							
٥	Live streaming global ceremonies plays a crucial role in shaping a positive image of Egypt in the eyes of the global audience.	٤,١٢	٠,٥١	٨٢,٣٣ %	agree	٨٨,٨٥	٠,٠٠١	٩
٦	The exposure to live-streamed cultural events from Egypt has improved my understanding and appreciation of the country's cultural contributions.	٤,٧٨	٠,٤٢	٩٥,٥٠ %	strongly agree	٣٦,٣٠	٠,٠٠١	٣
٧	The media coverage of these ceremonies has sparked interest and discussions about Egypt's cultural significance on various platforms.	٤,٦٨	٠,٥٣	٩٣,٦٧ %	strongly agree	٨٧,٨٠	٠,٠٠١	٧
٨	Live-streamed global ceremonies contribute to dispelling misconceptions and stereotypes about Egypt in the eyes of the public.	٣,٤٣	٠,٥٩	٦٨,٥٠ %	agree	٥٩,٥٥	٠,٠٠١	١٠
٩	The live stream of Egyptian global ceremonies has the potential to attract more international tourists and visitors to Egypt.	٤,٧٣	٠,٥٠	٩٤,٥٠ %	strongly agree	١٠٠,٩٥	٠,٠٠١	٦
١٠	I believe that live-streamed global ceremonies positively impact Egypt's reputation as a cultural destination on the global stage.	٤,٦٥	٠,٥٩	٩٣,٠٠ %	strongly agree	٨١,٤٥	٠,٠٠١	٨

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
The general arithmetic mean	٤,٥٥	٠,٦٧	٩١,٠٥ %	strongly agree			

It is evident from Table (4-1) that there exist statistically significant distinctions in the responses of the research sample participants concerning media coverage and public perception. The "Ka2" values for all the terms associated with media coverage and public perception exhibited statistically significant differences.

The responses aligned with "I agree" for the two numeric statements (5, 8), with respective arithmetic mean values of (4.12, 3.43) and relative

weights of (82.33%, 68.50%). Conversely, the responses corresponded to "strongly agree" for the remaining statements, as the arithmetic mean values for this category ranged from (4.65 - 4.84). The relative weights spanned from (93.00%- 96.83) The overall arithmetic means for both media coverage and public perception reached (4.55), accompanied by a relative weight of (91.05%), signifying a consensus at the "strongly agree" level.

Table (4-2): Averages (Means), Standard Deviations, Relative Weights, and Results of the "Ca2" Test Analyzing Research Sample's Reactions towards the Impact on Political Communication.

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
١ The live stream of Egyptian global ceremonies has increased my awareness of Egypt's significance and political standing.	٤,٧٩	٠,٤١	٩٥,٨٣ %	strongly agree	٤٠,٨٣	٠,٠٠١	٢
٢ I believe that live-streamed global ceremonies play a role in promoting Egypt's political messages and diplomatic efforts.	٤,٢٨	٠,٤٥	٨٥,٥٠ %	strongly agree	٢٤,٣٠	٠,٠٠١	٤
٣ The exposure to live-streamed ceremonies has positively influenced my perception of Egypt's cultural diplomacy and soft power initiatives.	٤,٢٧	٠,٤٤	٨٥,٣٣ %	strongly agree	٢٦,١٣	٠,٠٠١	٥
٤ The media coverage of live-streamed global ceremonies has contributed to shaping public opinion about Egypt's political communication efforts.	٤,٢١	٠,٤١	٨٤,١٧ %	strongly agree	٤٠,٨٣	٠,٠٠١	٧
٥ I perceive that live-streamed global ceremonies have the potential to strengthen Egypt's international relations and diplomatic ties.	٣,٥٤	٠,٨٧	٧٠,٨٣ %	agree	٨٣,٧٥	٠,٠٠١	٩
٦ The successful live streaming of these ceremonies enhances	٤,٩٣	٠,٢٥	٩٨,٦٧ %	strongly agree	٩٠,١٣	٠,٠٠١	١

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
my confidence in Egypt's ability to communicate its political identity.							
7 The live stream of Egyptian global ceremonies effectively showcases the country's political commitment to cultural preservation and promotion.	٤,٢١	٠,٤١	٨٤,١٧ %	strongly agree	٤٠,٨٣	٠,٠٠١	٧redundant
٨ I believe that live-streamed global ceremonies have a positive impact on Egypt's image as a politically stable and culturally significant nation.	٤,٢٧	٠,٤٤	٨٥,٣٣ %	strongly agree	٢٦,١٣	٠,٠٠١	٨redundant
٩ The media coverage and public engagement with live-streamed ceremonies foster a positive environment for political dialogue and collaboration.	٤,٦٣	٠,٤٩	٩٢,٥٠ %	strongly agree	٧,٥٠	٠,٠٠٦	٩
١٠ The exposure to live-streamed global ceremonies contributes to my understanding of Egypt's political contributions to the international community.	٣,٣٧	٠,٧٤	٦٧,٣٣ %	N/A	١١٥,٥٠	٠,٠٠١	١٠
The general arithmetic mean	٤,٢٥	٠,٧٠	٨٤,٩٧ %	strongly agree			

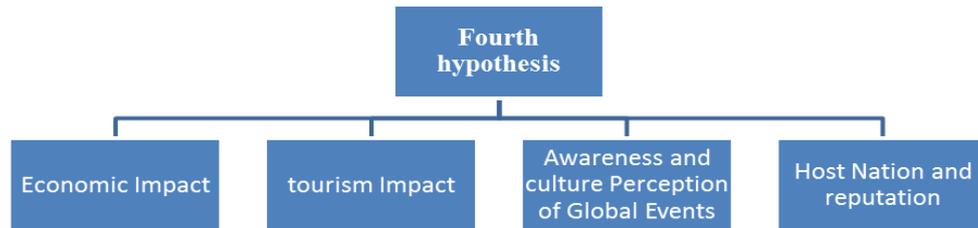
The data presented in Table 4-2 clearly indicate the presence of statistically significant differences in the responses of the research sample individuals with regards to their opinions on influencing political communication. The calculated "Ka2" values for all forms of influence on political communication were found to be statistically significant. Among the specific statements, response patterns varied.

For instance, respondents exhibited agreement with statement No. 5, as indicated by a mean score of 3.54 and a relative weight of 70.83%. This response was categorized as "I agree." On the other hand, for statement No. 10, respondents demonstrated a

neutral stance with an average score of 3.37, corresponding to a relative weight of 67.33%. For the remaining statements, participants strongly agreed, signified by mean scores ranging from 4.21 to 4.93. The relative weights associated with these responses ranged between 84.17% and 98.67%.

By examining Table (4) along with its outcomes, Fig (37), and referencing Tables (4-1) and (4-2) along with their respective results, it becomes apparent that the third hypothesis of the research has been validated. The strategic deployment of Live Stream Egyptian Global Ceremonies on the YouTube platform indeed serves to bolster media coverage and mold public political perception.

### 23. Results of the fourth statistical hypothesis test:



The fourth hypothesis posits that "The worldwide live broadcast event in Egypt on the YouTube platform is expected to bolster the nation's economic status, tourism sector, awareness and culture Perception of Global Events and Perception of Egypt as a Host Nation and reputation"

To substantiate this hypothesis, the researcher employed statistical measures including the arithmetic mean, standard deviation, relative weight, and conducted the "Ka2" test to assess the

degree of response from the research sample regarding the components of the fourth axis. The obtained results are presented as follows:

Table (5): Arithmetic Means, Standard Deviations, and Relative Weights for Evaluating the Research Sample's Reactions towards the Components of the Fourth Axis

Parts	Arithmetic mean	standard deviation	relative weight degree	degree of approval
Influence on Economic Impact	٤,٠٩	٠,٨٠	%٨١,٨٢	agree
Influence on tourism Impact	٤,٥٧	٠,٦٨	%٩١,٣٧	strongly agree
Awareness and culture Perception of Global Events	٤,٠١	٠,٧٩	%٨٠,٢٠	agree
Perception of Egypt as a Host Nation and reputation	٤,٥٦	٠,٦٢	%٩١,٢٣	strongly agree
	٤,٣١	٠,٧٧	%٨٦,١٥	strongly agree

Table (5) displays the levels of response from the research sample participants regarding the components of the fourth axis. The responses showcased a high degree of agreement, as they leaned towards the "I agree" level for influencing the economic impact, presenting an arithmetic mean of (4.09) and a corresponding relative weight of (81.82%). Furthermore, the responses

demonstrated a stronger consensus with "I strongly agree" in terms of influencing tourism, as evidenced by an arithmetic mean of (4.57) and a relative weight of (91.37%). Similar agreement was observed when considering Egypt as a host country and evaluating its reputation, with an arithmetic mean of (4.56) and a relative weight of (91.23%).

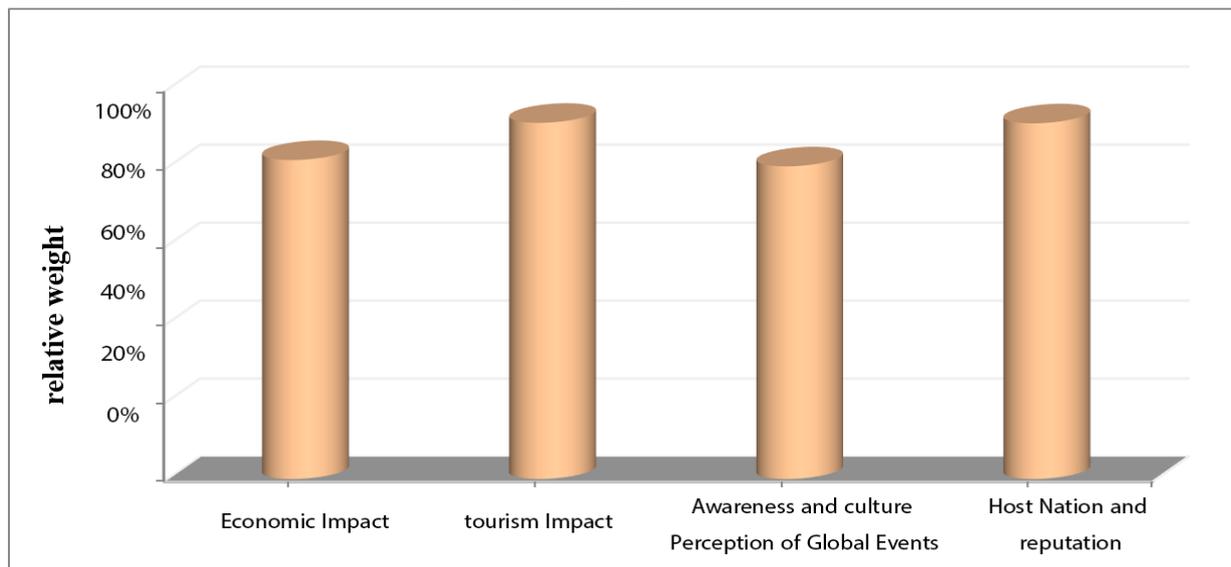


Fig (38) illustrates the components of the fourth axis in accordance with their respective relative weights. The findings from Table (5) can be comprehended by referring to Tables (5-1) through (5-4) along with their corresponding outcomes, as elaborated below:

Table (5-1): Averages (Means), Standard Deviations, Relative Weights, and Results of the "Ca2" Test Analyzing Research Sample's Reactions towards the Influence on Economic Impact.

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
1 The exposure to live-streamed ceremonies has positively influenced my perception of Egypt's potential as a destination for future business investments.	٤,٦٥	٠,٧٣	٩٣,٠٠ %	strongly agree	١١٩,٤٠	٠,٠٠١	٤
٢ I perceive that live-streamed global ceremonies have the potential to stimulate local businesses in Egypt.	٣,٨٥	٠,٥٠	٧٧,٠٠ %	agree	٩٠,٤٥	٠,٠٠١	٧
٣ The media coverage of live-streamed global ceremonies contributes to shaping a positive image of Egypt as a vibrant cultural and economic hub.	٤,٦٧	٠,٧٣	٩٣,٣٣ %	strongly agree	١٢٨,٦٠	٠,٠٠١	٣
٤ I believe that live-streamed global ceremonies play a role in promoting Egypt's local arts, crafts, and cultural products on the international market.	٣,٢٥	٠,٥٢	٦٥,٠٠ %	NA	١١٦,٢٥	٠,٠٠١	٩
٥ The live stream of Egyptian global ceremonies has the potential to generate revenue from international sponsorships and advertising.	٣,١٥	٠,٤٢	٦٣,٠٠ %	NA	١٥٩,٤٥	٠,٠٠١	١٠
٦ I perceive that live-streamed global ceremonies contribute to increased economic activity in Egypt during the event period.	٤,٨١	٠,٥٧	٩٦,١٧ %	strongly agree	١٦٨,٩٥	٠,٠٠١	٢
٧ The exposure to live-streamed ceremonies positively impacts my perception of Egypt's potential as a host for future	٤,٩١	٠,٣٧	٩٨,١٧ %	strongly agree	١٩٤,٤٥	٠,٠٠١	١

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
international conferences and events.							
٨ I believe that live-streamed Egyptian global ceremonies have a positive economic impact on both the local and national economies.	٣,٨٢	٠,٥٣	٧٦,٣٣ %	agree	٧٢,٢٠	٠,٠٠١	٨
٩ I perceive that live-streamed global ceremonies have the potential to stimulate local businesses and industries in Egypt.	٣,٩٤	٠,٣٥	٧٨,٨٣ %	agree	١٥٩,٠٥	٠,٠٠١	٥
١٠ The successful live streaming of these ceremonies helps in promoting Egypt's cultural heritage and locally produced goods to the international market.	٣,٨٧	٠,٤١	٧٧,٣٣ %	agree	١٢٩,٣٥	٠,٠٠١	٦
The general arithmetic mean	٤,٠٩	٠,٨٠	٨١,٨٢ %	agree			

It is evident from Table (5-1) that notable statistical variances exist among the responses provided by the research sample individuals concerning the impact on economic influence. The "Ka2" values for all expressions associated with the economic impact demonstrated statistical significance.

Responses for statements numbered (1, 3, 6, 7) strongly aligned with "strongly agree," with corresponding arithmetic mean values ranging from (4.65 - 4.91) and relative weights ranging from (93.00% - 98.17%). Conversely, responses for statements numbered (42, 48, 49, 50) leaned

towards "I agree," with arithmetic mean values ranging from (3.82 - 3.94) and relative weights ranging from (76.33% - 78.83%). Additionally, response level for statements numbered (44, 45) reached a "neutral" point, with arithmetic mean values of (3.25, 3.15) and corresponding relative weights of (63.00%- 65.00%)

The overall arithmetic mean for the impact on economic influence was computed as (4.09), accompanied by a relative weight of (81.82%), indicating a consensus at the "I agree" level.

Table (5-2): Averages (Means), Standard Deviations, Relative Weights, and Results of the "Ca2" Test Analyzing Research Sample's Reactions towards the Influence on Tourism

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
١ The exposure to live-streamed Egyptian global ceremonies positively influences my perception of Egypt as a culturally rich and attractive tourism destination.	٤,٤٨	٠,٧٤	٨٩,٥٠ %	strongly agree	٤٦,٩٥	٠,٠٠١	٩
٢ I believe that live-streamed global	٤,٧٣	٠,٤٤	٩٤,٦٧ %	strongly agree	٢٦,١٣	٠,٠٠١	٢

	Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
	ceremonies contribute to attracting international tourists to visit Egypt.							
٣	The media coverage of live-streamed global ceremonies enhances Egypt's image as a vibrant cultural and historical tourism destination.	٤,٦٦	٠,٧٠	٩٣,١٧ %	strongly agree	١١٤,٠٥	٠,٠٠١	٤
٤	I perceive that live-streamed global ceremonies have the potential to stimulate interest in cultural tourism in Egypt.	٤,٦٣	٠,٤٨	٩٢,٦٧ %	strongly agree	٨,٥٣	٠,٠٠٣	٥
٥	The successful live streaming of these ceremonies helps in promoting Egypt's heritage and attractions to a global audience.	٤,٧١	٠,٦٧	٩٤,١٧ %	strongly agree	١٣١,١٥	٠,٠٠١	٣
٦	I believe that live-streamed global ceremonies play a significant role in driving tourism growth and attracting visitors from various parts of the world.	٤,٥٨	٠,٧٦	٩١,٥٠ %	strongly agree	٩١,٠٥	٠,٠٠١	٧
٧	The exposure to live-streamed ceremonies positively influences my perception of Egypt's potential as a host for international tourists.	٤,٥٧	٠,٧٦	٩١,٣٣ %	strongly agree	٨٧,٢٠	٠,٠٠١	٨
٨	I perceive that live-streamed global ceremonies contribute to increased international tourism arrivals in Egypt during the	٣,٩٣	٠,٤٥	٧٨,٥٠ %	agree	١١٤,٤٥	٠,٠٠١	١٠

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
event period.							
9 The live stream of Egyptian global ceremonies has the potential to generate interest in Egypt as a cultural and historical tourism destination.	٤,٨٠	٠,٥٦	٩٦,٠٠ %	strongly agree	١٥٨,٥٥	٠,٠٠١	١
١٠ I believe that live-streamed Egyptian global ceremonies have a positive impact on Egypt's tourism industry, both at the local and international levels.	٤,٦١	٠,٧٠	٩٢,١٧ %	strongly agree	٨٦,٤٥	٠,٠٠١	٦
The general arithmetic mean	٤,٥٧	٠,٦٨	٩١,٣٧ %	strongly agree			

The data from Table (5-2) reveals statistically significant disparities among the responses given by the research sample participants regarding the impact on tourism. The "Ka2" values for all expressions related to the impact on tourism demonstrated statistical significance.

The response level reached "I agree" for statement No. (8), presenting an arithmetic mean of (3.93) along with a relative weight of (78.50%).

Conversely, responses for the remaining statements strongly inclined towards "strongly agree," with arithmetic mean values ranging between (4.48 - 4.80) and corresponding relative weights ranging from (96.00%- 89.50%)

The overall arithmetic mean for the impact on tourism was computed as (4.57), coupled with a relative weight of (91.37%), signifying a consensus at the "strongly agree" level.

Table (5-3): Averages (Means), Standard Deviations, Relative Weights, and Results of the "Ca2" Test Analyzing Research Sample's Reactions towards Awareness and Cultural Perception of Global Events

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
١ The live stream of Egyptian global ceremonies has increased my awareness of cultural events from different parts of the world.	٤,٨٨	٠,٣٣	٩٧,٥٠ %	strongly agree	٦٧,٥٠	٠,٠٠١	١
٢ Live streaming these ceremonies has enhanced my understanding of the cultural significance of global events.	٤,٢٠	٠,٤٠	٨٤,٠٠ %	strongly agree	٤٣,٢٠	٠,٠٠١	٥
٣ The exposure to live-streamed global ceremonies has positively influenced my perception of different cultures	٤,٠٧	٠,٢٥	٨١,٣٣ %	agree	٩٠,١٣	٠,٠٠١	٦

	Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
	and their contributions to global events							
ε	The live stream of these ceremonies has effectively showcased the diversity and richness of global cultural celebrations.	٣,٢٩	٠,٦٨	٦٥,٨٣ %	NA	١٣٦,٢٥	٠,٠٠١	٩
٥	I believe that live-streamed global ceremonies play a vital role in fostering cross-cultural understanding and appreciation.	٤,٢١	٠,٤١	٨٤,١٧ %	strongly agree	٤٠,٨٣	٠,٠٠١	٤
٦	The live stream of Egyptian global ceremonies has expanded my knowledge of the world's cultural diversity.	٣,٢١	٠,٥٩	٦٤,١٧ %	NA	١٦٤,١٥	٠,٠٠١	١٠
٧	Live-streamed global ceremonies have the potential to bridge cultural gaps and promote a sense of unity among viewers worldwide.	٣,٤٦	٠,٨٢	٦٩,١٧ %	agree	٩٨,٧٥	٠,٠٠١	٨
٨	The exposure to live-streamed global events has improved my awareness of cultural exchanges and collaborations between countries.	٤,٣٤	٠,٥١	٨٦,٨٣ %	strongly agree	٦٦,٩٥	٠,٠٠١	٣
٩	Live streaming global ceremonies is an effective way to foster global cultural dialogue and promote mutual respect among nations.	٣,٧٣	٠,٩٥	٧٤,٦٧ %	agree	٦١,٤٠	٠,٠٠١	٧
١٠	I firmly believe that the live streaming of Egyptian global celebrations plays a significant role in	٤,٧٢	٠,٤٥	٩٤,٣٣ %	strongly agree	٢٢,٥٣	٠,٠٠١	٢

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
fostering a more comprehensive and interconnected global awareness of the historical Egyptian culture.							
The general arithmetic mean	٤,٠١	٠,٧٩	٨٠,٢٠ %	agree			

The information presented in Table (5-3) indicates significant statistical disparities in the responses provided by the research sample participants regarding awareness and cultural perception of global events. The "Ka2" values for all expressions associated with awareness and cultural perception of global events were found to be statistically significant.

Responses for statements numbered (1, 2, 5, 8, 10) were strongly aligned with "strongly agree," with arithmetic mean values ranging from (4.20 - 4.88) and corresponding relative weights ranging from (84.00% - 97.50%). In contrast, responses for

statements numbered (3, 7, 9) leaned towards "I agree," with arithmetic mean values ranging from (3.46 - 4.07) and relative weights ranging from (69.17% - 81.33%). Response level for statements numbered (64, 66) reached a "neutral" point, presenting arithmetic mean values of (3.26, 3.21) and relative weights of (65.83%, 64.17%), respectively.

The overall arithmetic mean for cultural awareness and perception of global events was computed as (4.01), accompanied by a relative weight of (80.20%), signifying agreement at the "I agree" level.

Table (5-4): Averages (Means), Standard Deviations, Relative Weights, and Results of the "Ca2" Test Analyzing Research Sample's Reactions towards the Perception of Egypt as a Host Country and Its Reputation.

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
١ The live streaming of global Egyptian celebrations has enhanced my perception of Egypt's capability to host large-scale international events.	٤,٧١	٠,٦٥	٩٤,١٧ %	strongly agree	١٢٦,٣٠	٠,٠٠١	٥
٢ I am of the opinion that the live broadcast of these global celebrations has had a positive impact on Egypt's reputation as a host country.	٤,٦٩	٠,٦٦	٩٣,٨٣ %	strongly agree	١١٧,٦٠	٠,٠٠١	٦
٣ The successful execution and organization of these celebrations strengthen my confidence in Egypt's competence to host a variety of significant cultural events.	٤,٦٨	٠,٦٢	٩٣,٥٠ %	strongly agree	٩٨,٥٥	٠,٠٠١	٧
٤ Exposure to live-streamed global	٤,٧٥	٠,٦٣	٩٥,٠٠ %	strongly agree	١٤٤,٦٠	٠,٠٠١	٤

	Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
	celebrations has positively influenced how I view Egypt as a warm and welcoming host.							
٥	I observe that the worldwide live-streamed celebrations have elevated Egypt's standing as a preferred destination for cultural events and festivities.	٤,٠٨	٠,٢٨	٨١,٦٧ %	agree	٨٣,٣٣	٠,٠٠١	٨
٦	The live broadcasts of these celebrations effectively showcased Egypt's preparedness, both culturally and infrastructurally, to host global audiences.	٤,٠٠	٠,٤٥	٨٠,٠٠ %	agree	١١٧,٦٠	٠,٠٠١	٩
٧	Media coverage of the live broadcast ceremony has contributed to a favorable perception of Egypt's role as a host country.	٤,٩٢	٠,٢٨	٩٨,٣٣ %	strongly agree	٨٣,٣٣	٠,٠٠١	٢
٨	I am inclined to believe that the globally broadcast live celebrations have the potential to attract more international events and festivals to be hosted in Egypt.	٤,٨٦	٠,٤٥	٩٧,١٧ %	strongly agree	١٧٣,٤٥	٠,٠٠١	٣
٩	The successful hosting of these ceremonies through live broadcasting has positively impacted my perception of Egypt's organizational capabilities.	٣,٩٦	٠,٥٤	٧٩,١٧ %	agree	٧٦,٢٥	٠,٠٠١	١٠
10	Experiencing the	٤,٩٨	٠,١٦	٩٩,٥٠ %	strongly	١٠٨,٣	٠,٠٠١	١

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
live-streamed global festivities enhanced my overall perception of Egypt as a capable and culturally vibrant host nation.			%	agree	.		
The general arithmetic mean	٤,٥٦	٠,٦٢	٩١,٢٣ %	strongly agree			

The data from Table (5-4) reveals significant statistical distinctions among the responses provided by the research sample participants regarding the perception of Egypt as a host country and its reputation. The "Ka2" values for all expressions related to this perception exhibited statistical significance.

Responses for statements numbered (5, 6, 9) aligned with "I agree," with corresponding arithmetic mean values ranging from (3.96 - 4.88) and relative weights ranging from (79.17% - 97.50%). Conversely, responses for the remaining statements strongly leaned towards "strongly agree," with arithmetic mean values ranging from (3.46 - 4.08) and relative weights ranging from (81.67% - 69.17%).

By examining the information in Table (5) and its associated results, as well as Fig (38) and referring to the tables from (5-1) to (5-4) along with their respective outcomes, it becomes evident that the fourth hypothesis of the research has been

substantiated. The global Egyptian live broadcasting ceremonies on the YouTube platform indeed play a role in augmenting the economic status, tourism sector, awareness and culture Perception of Global Events and Perception of Egypt as a Host Nation and reputation.

**24. Results of the fifth statistical hypothesis test:**

Hypothesis 5 posits, "The adoption of this innovative approach to digital advertising is expected to increase global audience anticipation of major Egyptian celebrations such as the opening of the Grand Egyptian Museum".

To ascertain the credibility of this hypothesis, the researcher employed statistical measures including the arithmetic mean, standard deviation, relative weight, and conducted the "Ka2" test to evaluate the degree of response from the research sample. The obtained results are outlined as follows:

Table (6): Averages (Means), Standard Deviations, Relative Weights, and Results of the "Ca2" Test Analyzing Research Sample's Reactions towards the Impact on Egypt's International Standing.

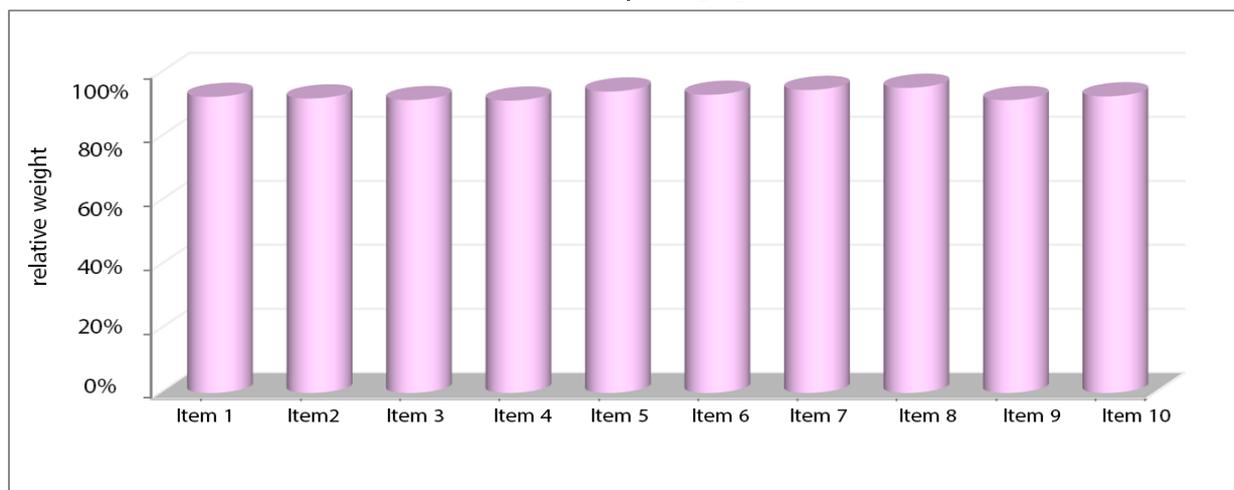
Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
١ The live-streamed Egyptian global ceremonies have increased my anticipation and excitement for the upcoming major Egyptian celebrations.	٤,٦٣	٠,٧٧	٩٢,٥٠ %	strongly agree	١٢١,٦٥	٠,٠٠١	٦
٢ I believe that the live-streamed platform effectively promotes the significance and grandeur of major Egyptian celebrations like the Opening of the Grand Egyptian Museum.	٤,٦٠	٠,٧٩	٩٢,٠٠ %	strongly agree	١١٨,٩٥	٠,٠٠١	٧
٣ The media	٤,٥٨	٠,٨١	٩١,٥٠ %	strongly	١١٠,٨٥	٠,٠٠١	^redundant

	Items	SMA	standard deviation	the weight %	degree of approval	Ca2	significance level	arrangement
	coverage of live-streamed global ceremonies has successfully created a sense of curiosity and eagerness among the global audience for the major Egyptian celebrations.				agree			
ε	I perceive that the live-streamed platform generates international interest and attention towards major Egyptian celebrations, attracting a larger global audience.	ε,ογ	,,λ1	91,33 %	strongly agree	1.7,ε.	,,ο.1	1.ο
ο	The exposure to live-streamed ceremonies has positively influenced my perception of major Egyptian celebrations, making them a must-see event.	ε,γ1	,,7λ	9ε,1γ %	strongly agree	137,2ο	,,ο.1	3
6	I believe that the live-streamed Egyptian global ceremonies platform plays a crucial role in heightening global public awareness and anticipation for major Egyptian celebrations.	ε,76	,,γε	93,1γ %	strongly agree	129,3ο	,,ο.1	ε
γ	The live-streamed platform effectively showcases Egypt's cultural richness and historical significance, building anticipation for major celebrations.	ε,γ3	,,7ε	9ε,7γ %	strongly agree	1ε.,1ο	,,ο.1	2
λ	I perceive that the live-streamed global ceremonies have successfully positioned major Egyptian celebrations as important global	ε,γγ	,,7.	9ο,33 %	strongly agree	1ε9,1ο	,,ο.1	1

Items	SMA	standard deviation	the weight	degree of approval	Ca2	significance level	arrangement
events.							
9 The live-streamed platform creates a unique opportunity for the global audience to experience major Egyptian celebrations in real-time, increasing their excitement.	٤,٥٨	٠,٨٠	٩١,٥٠ %	strongly agree	١٠٥,٤٥	٠,٠٠١	٨
10 I believe that the live-streamed Egyptian global ceremonies platform significantly contributes to the global public's anticipation and eagerness for major Egyptian celebrations.	٤,٦٣	٠,٧٤	٩٢,٦٧ %	strongly agree	١١٥,٥٥	٠,٠٠١	٥
The general arithmetic mean	٤,٦٤	٠,٧٤	٩٢,٨٨ %	strongly agree			

It is evident from Table (6) that significant statistical disparities exist among the responses provided by the research sample participants concerning the impact on Egypt's capability to organize and execute global events. The "Ca2"

values for all expressions associated with the fifth axis displayed statistical significance. Responses for all statements leaned towards "strongly agree," with arithmetic mean values ranging from (4.57- 4.77) and relative weights ranging from (95.33%- 91.33%).



Graph (39) illustrates the components of the fifth axis based on their respective relative weights. Based on the information presented in Table (6) along with its outcomes, and referring to Fig (39), it becomes evident that the fifth hypothesis of the research has been validated. The adoption of this innovative approach to digital advertising indeed results in an augmentation of the global audience's anticipation of significant Egyptian celebrations,

including the notable example of the opening of the Grand Egyptian Museum.

**25. Discussion and Recommendations:**

The statistical findings of the first hypothesis demonstrated a significant positive response from global users of the YouTube channel regarding

their agreement on the innovative and non-traditional nature of Egypt's live broadcast of global celebrations on the YouTube platform. The researcher attributes this response to the fact that this novel video digital advertising strategy marked a groundbreaking approach in the Arab Republic of Egypt. Notably, Egypt showcased the Pharaoh's Golden Parade and Opening Ceremony of the Sphinx Avenue in a manner that highlighted their historical significance and mastery, deeply resonating with viewers' emotions. This showcased the potency of global events as a cutting-edge video digital advertising platform. The meticulously organized execution of the event surpassed global expectations, leaving viewers astonished by its intricate and captivating presentation. This live broadcast facilitated a cultural and behavioral coexistence, connecting contemporary audiences with the sanctity of a bygone era and thereby enriching their experience while also contributing significantly to Egypt's image on the global stage.

Regarding the statistical results of the second hypothesis, the study revealed exceptionally high statistical outcomes concerning the event's impact on promoting political interests globally. The event gained significant attention on the global political map, acting as a magnet for international focus and discussion. This underscores the event's effectiveness in projecting Egypt's political competence and professionalism to a worldwide audience.

The findings of the third hypothesis solidified the strong response of the research sample towards participating in live broadcasts via the internet. This online engagement underlines the success of the video digital advertising strategy in effectively reaching and involving a global audience in real-time.

The results of the fourth hypothesis showcased a remarkable consensus on the diverse effects of these significant events on Egypt's economy, tourism sector, and national reputation. The researcher attributes this success to the modern video digital advertising trend that effectively promoted major Egyptian events. This, in turn, bolstered tourism by igniting a desire within the research sample to visit Egypt, thereby driving economic growth through increased foreign currency influx and global activity. Furthermore, the positive image of Egypt portrayed in these events highlighted the professionalism and confidence of the nation's political leaders, enhancing Egypt's reputation on the global stage.

Turning to the final hypothesis, which indicated strong anticipation among the research sample for the opening ceremony of the Grand Egyptian

Museum, it is anticipated that this celebration will surpass previous events in grandeur. This heightened expectation has the potential to significantly boost visitor rates to Egypt and increase tourism figures. As a result, the researcher strongly recommends the formulation of a meticulous tactical study and strategy for the Grand Egyptian Museum's opening. This strategy must surpass viewer expectations, leveraging insights gained from the preceding celebrations. These findings underscore the importance of harnessing video digital advertising means for events through live broadcasting—a distinct advertising form with unique attributes that set it apart from other video digital advertising types.

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